

# LIFE



DANCING CALIFORNIA CO-ED

DECEMBER 4, 1939

10 CENTS



# Gorgeous Gifts

GIFTS MAY COME AND GIFTS MAY GO, BUT THE PARKER VACUMATIC WILL LAST FOR LIFE--AS GUARANTEED BY THE BLUE DIAMOND MARK. NO WONDER MY FANS ALL WANT IT!

The Blue Diamond mark on the Arrow clip means Guaranteed for Life

## GUARANTEED for LIFE by Parker

—Gifts that will do you credit for Life!

Yet—figured on Official Life Expectancy Tables of leading insurance companies—the incredible Parker Vacumatic costs less than even poorest pens!

To be a Prince of Givers or a gracious and bountiful Lady, give the only Pen of its kind in the world—the luminous, laminated Pearl Beauty Pen that the whole world idolizes!

That means the one and only Parker Vacumatic—the pen that's both Guaranteed for Life and will actually stand up for life (as proved by 5 devastating tests). Not some "near-vacumatic," not some so-called "vacumatic type," or any second best. Give the original, patented Parker Vacumatic. Then no one will be disappointed.

Style-wise shoppers acclaim it the smartest, most original and exclusive of all—rated by "Esquire Magazine" among its top-flight Gift Selections—"the loveliest I've ever laid eyes on!" says Jean Abbey of "Woman's Home Companion."

Its Non-breakable, full Television barrel shows the level of ink at all times—you SEE when it's running low, so it won't run dry. And it has nearly twice as much room for ink, due to 14 fewer parts. No rubber ink sac, no lever filler, no old-time piston pump—only a simple Diaphragm filler—a basically better, patented self-filling principle.

Its Point is the most responsive you ever wrote with—14 K Gold, coated with precious Platinum and tipped with silken-smooth Osmiridium. Even a railroad spike can't endure the devastating acid in ordinary inks that the Parker Vacumatic defies.

Here is pen perfection Guaranteed for Life by Parker's Blue Diamond mark—with no coddling asked or expected!

So remember—no Pen but Parker is a Vacumatic. Let nothing stop you from getting the genuine. All good pen counters have it in pocket and desk set styles. Yes, SEE Parker's entrancing new Desk Sets with patented Sealomatic socket. It seals the pen in the holder, keeping the point ever moist, ever ready to start when you are. You can find no other gift for the money—nothing—that will do you more credit than the genuine Parker Vacumatic.

The Parker Pen Co., New York, Chicago, San Francisco.  
Factories at Janesville, Wis., and Toronto, Can.

©P.P.R. 1939, THE PARKER PEN CO.



TL—Walnut Base, 7" x 4", striped with Maple, gold finished nameplate, Sealomatic Socket, and Guaranteed-for-Life Vacumatic Pen, only \$12.50; with Junior Vacumatic, \$10; with Parker Challenger Pen, \$7.50.

Vacumatic Matched Pen and Pencil Sets in lovely Jewel Case \$8.50 to \$17.50

GO—Pedrara Onyx Sealomatic Base (or GN Brown Onyx) 3½" x 2½", with Junior Vacumatic Desk Pen only \$7.50; with Parker Challenger Pen, \$5.

FULL TELEVISION Ink Supply



### CLOCK WRITING SETS, \$12.50 to \$22.50

CCH—Walnut Sealomatic Desk Base, 14½" x 6" with gold finished Clock, Guaranteed-for-Life Vacumatic Pen and laminated Pearl Pencil to match, complete set only \$22.50; with Junior Vacumatic Pen and Pencil, \$20; with Parker Challenger Pen and Pencil, \$17.50.

CA—Similar Base, 11" x 4½", same Clock, and single Pen, \$17.50, \$15, and \$12.50.



Small Sub-deb (illustrated) or Junior Vacumatic, \$5

Slender Maxima Vacumatic (illustrated), or Oversize, \$10.  
Major (medium) or small Debutante, \$8.75.

**Parker**  
REG. T.M. **VACUMATIC**  
GUARANTEED FOR LIFE

Pens marked with the Blue Diamond are guaranteed for the life of the owner against everything except loss or intentional damage, subject only to a charge of 35¢ for postage, insurance, and handling, provided complete pen is returned for service.

ALL POINTS 14K GOLD



# FOR REAL CHRISTMAS MAGIC...

The  
Magic of

**MAGIC\* MARGIN**  
MOST SENSATIONAL OF TYPEWRITER IMPROVEMENTS

IT'S SO SIMPLE!

THREE TIMES  
FASTER!

HOW MUCH BETTER  
THE TYPING LOOKS!

EASIER!

CHOOSE  
FROM

**5 MODELS 5 PRICES**

EASY MONTHLY  
PAYMENTS  
—IF YOU LIKE



**EASIER THAN WRITING BY HAND**  
You'll get a real thrill when you try the New Royal.

**A MAGNIFICENT EXAMPLE of**  
Royal precision construction... Smooth, fast, sturdy!

**STANDARD KEYBOARD and ac-**  
tion. Invaluable if you use an office typewriter, also.

**WRITE AS FAST AS YOU LIKE**  
on a Royal... every word will be legible—a pleasure to read.

**IT'S MAGIC**, this New Royal! *Magic for you and every member of your family!* • A beautiful, inspiring gift—a practical daily help!

For Royal alone has **MAGIC Margin**... This amazing improvement sets the margin *automatically*, makes typing easier and faster for everyone!

Only Royal gives you **Locked Segment SHIFT FREEDOM**. No float; no flutter to tire your eyes!

Exclusive **SHOCK ABSORBERS** • And many other Office Typewriter Features.

See the New Royal Portable. Five models... three with **MAGIC Margin**! Try it at your nearest dealer's store. OR—for full information...



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**MAIL THIS MAGIC COUPON TODAY**

THE NEW

**MAGIC\* MARGIN ROYAL**  
PORTABLE

\*Trade-mark Reg. U. S. Pat. Off.

Royal Typewriter Company, Inc., Dept. L-124  
2 Park Avenue, New York City

☐ Please tell me how I can get a New Royal Portable on Free Home Trial. Without obligation.

☐ Please send me a free color booklet on the New Royal Portable.

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MAKE YOUR OLD

TYPEWRITER HELP TO PAY

Please quote trade allowances on \_\_\_\_\_

Typewriter Serial No. \_\_\_\_\_

This One



HQPD-H4A-7HH9

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# Comfort that rests on

# VALUE

**T**HE remarkable comfort achieved in General Motors new cars of 1940 is evident the instant you step inside the doors.

Seats are wider, softer. Vision is better. Controls are handier, easier. Bodies are stancher, quieter—the largest, widest, strongest Unisteel Bodies ever built.

The cars are definitely larger. Styling is smarter. Appointments are richer. Everywhere you look, everything you touch, shows improvement.

And ministering to your comfort of mind is the satisfying knowledge that all this new spaciousness and luxury rests on a solid foundation of dependable *value*.

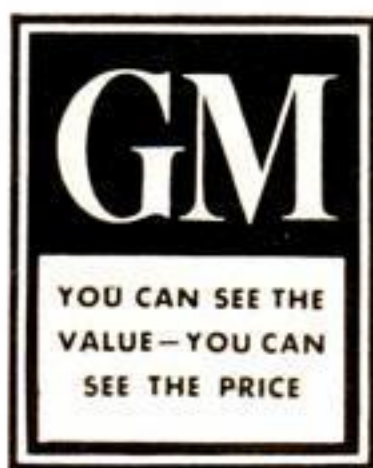
This special value in General Motors cars is expressed in such features as the Unisteel Turret Top Body by Fisher, with Safety Plate Glass all around, Knee-Action, No

Draft Ventilation, improved hydraulic brakes, smoother and more efficient engines.

Its source is the accumulated engineering knowledge of one of the leading technical groups of the world, the group that pioneered the electric self-starter, the modern Diesel locomotive, the Allison aviation engine and other like epochal achievements.

Introduced this year is a special and entirely new model, available in several lines—the ultra, in both styling and equipment.

The full delivered prices of General Motors cars are shown on “plainview” price tags that list every item incident to the sale. You see the value and you see the price—in each and every detail these cars are supported by value you can see and time will prove.



# GENERAL MOTORS

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • LA SALLE • CADILLAC





## YOU CAN SEE THE VALUE... AND YOU CAN SEE THE PRICE



Look at the 1940 cars offered by General Motors dealers and you will find in every detail of engineering and appointment plain evidence of their outstanding *value*.

Look at the "plainview" price tag on each car and you will likewise find every detail of the delivered price plainly shown.

It lists "PRICE OF CAR" which means the price the dealer charges you for the car itself including reimbursement for Federal Tax and his conditioning charge — "TRANSPORTATION CHARGE" which means a charge for transportation from

the factory to you, based on rail rates — "OPTIONAL EQUIPMENT AND ACCESSORIES" which means the dealer's charge for any extra equipment or accessories that you may elect to buy.

Value is always relative, in anything you buy. It necessarily involves the price you pay and what it includes.

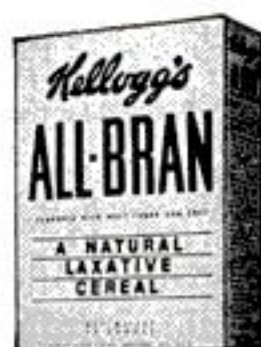
So examine the new General Motors cars. Then study the price tags.

In this way you can see for yourself what your money buys and the abundant measure of *value* in General Motors cars.





**W**HY let yourself suffer those dull, lifeless days due to constipation. Why bring on the need for emergency medicines, when there may be a far better way? That way is to **KEEP** regular by getting at the cause of the trouble. If it's common constipation, due to lack of "bulk" in the diet, a pleasant natural cereal—Kellogg's All-Bran—goes straight to the cause by supplying the "bulk" you need. Eat it every day, drink plenty of water, and "Join the Regulars"! All-Bran is made by Kellogg's in Battle Creek.



**Join the "Regulars" with  
KELLOGG'S ALL-BRAN**

## LETTERS TO THE EDITORS

### Spirit Photographs

Sirs:

In your Nov. 13 issue you published some amazing spirit photographs from A. Conan Doyle's famous collection. You didn't endorse them. You merely published them because you thought they might be interesting to a lot of people, and no doubt they were. You stayed up on the fence. In fact you used valuable space telling us that's where we might find you. You needn't get so all-fired cautious about such matters. Anything goes with us readers now. We're used to phenomena!

For the last seven years no less a person than the President of the United States has been asking us to believe stranger things than spirit photography.

I'd as soon have faith in those weird pictures as I would in the theory the dove or anything like it ever did any country any good.

BILL BURTON

St. Joseph, Mo.

Sirs:

Denis Conan Doyle would probably be interested in adding the picture on page 17 in LIFE of Nov. 13 to his collection of "spook" pictures.

I have found "psychic markings" of no less than five of the eight employees of the Barco oil line who lost their lives in the building of that line. The other



BARCO "SPOOKS"

three "spooks" are probably stationed elsewhere along the 263 miles of the line.

Also, could it be possible LIFE erred in neglecting to state that at least one dog lost its life in the building of the line as evidenced by the "psychic markings" to be found to the right of the ladders?

WILLIAM HARRY

Chicago, Ill.

Sirs:

Isn't it possible the picture of Mrs. Granbury's cherub knees belonged in young Doyle's "supernatural" pictures?

Certainly someone can recognize these faces as somebody's departed twins somewhere sometime.

F. W. FONTS

Indianapolis, Ind.

Sirs:

If that is a true spirit over the dog's tail on page 8, I would like to have you turn this picture bottom side up and explain the sheep head there.

Did this dog ever kill a sheep or have one for a friend that died?

WM. C. KASSON

Flint, Mich.

Sirs:

Look closely at the picture which I forgot to enclose and you will find on the old lady's forehead an exact reproduction of Chilkoot Pass in 1898. The old lady is Martha Washington Jones, the wife (strangely enough) of a fellow whom I do not know named Smith. Her parents had a family of nine boys and a girl (the old lady) and named them all Martha Washington in memory of Richard the Lion-Hearted.

Many friends have never seen this

(continued on p. 6)

## The Spirit Of '39!



Please your men of any age with a Christmas-packaged Stanley Tool. Useful, lasting, different! There's a genuine Stanley Tool—none better—at almost any price you want to pay! Make original bridge prizes, too.



"The aristocrat of hammers" — Stanley "100 Plus." 16 oz. or 13 oz. ....\$2.00



Stanley Screw Driver Set—4 popular sizes, composition handles .....\$1.70



Screw Driver with Jackknife in Handle! Brand new! .....\$1.00



Famous Stanley "Pull-Push" Steel Rule with 6 foot flexible-rigid blade.....\$1.25



"Stanloid" Chisel Set—3 distinctive chisels with composition handles.....\$4.80  
Socket Chisel Set—3 with hickory handles.....\$3.00



Stanley Block Plane. Highly finished, very useful .....\$1.10



Stanley Hand Drill. A tool he's always wanted. \$2.50

See these and also Stanley Electric Soldering Iron, \$2.00; Combination Try & Mitre Square, \$1.50, and Torpedo Level, \$1.00. All in gift boxes—at your hardware store.



**STANLEY TOOLS**

DIVISION OF THE STANLEY WORKS  
New Britain, Conn.

Prices Slightly Higher West of Missouri River





# These are the most popular skates in the world

For over 40 years, one name in skates has meant the ultimate in quality to skaters everywhere....For materials, for workmanship, for design, the choice has always been Skates by NESTOR JOHNSON.

Pleasure-skaters find Johnsons easier to skate on. Racers praise their flashing speed. Figure-skaters applaud their perfect balance; hockey stars, their stamina. But all these things are part of every pair of Johnsons.

Johnsons are built for effortless skating. Runners are finest tool steel, diamond-tested for hardness, insuring a long-lasting keen edge. Special skating shoes give maximum support to arch and ankle. Skates and shoes are carefully balanced, beautifully streamlined. Out of these things come speed, control, poise, a thrill of motion that belongs to Johnsons alone!

This year, take to the ice with Johnsons and see for yourself!...And at Christmas, remember that genuine Johnsons make a perfect gift for people of all ages. Pick from this page, check the reminder coupon below, then see the Johnsons of your choice at stores everywhere.



The famous Nestor Johnson **DIAMOND-TEST** insures steel-hardness—runners stay sharp longer.



"Natural-Form" **ARCH SUPPORT**—keeps foot in normal position, for effortless skating.



A different **SKATE HEIGHT** for men, for women, and for children, assures greatest ease in skating.

*"It's Johnsons for speed and stamina!"*  
Says **JOHNNY GOTTSSELIG**  
Chicago Blackhawk Hockey Star

"Fighting scrimmages, sudden breaks, a race for the goal—a skate's got to be good for hockey! I'll take Johnsons every time!"



*"Here are the skates you've asked for!"*  
Says **SONJA HENIE**

World and Olympic champion, 20th Century-Fox film star, Sonja offers Johnsons bearing her own autograph, models that make your skating easy.



Wings for speedsters—**JOHNSON RACERS**, the skates which have been making champions for over 40 years—models for men, women, boys, and girls.



For hockey, **JOHNSON HARD-TOE HOCKEYS**, dashing-action skates, with the blow-proof, moisture-proof "Never-Break" Toe—7 models.



For all-around skating, **JOHNSON PLEASURE HOCKEYS** (soft-toes)—chromium-plated or aluminum finish, in a range of prices.



Beautiful **SONJA HENIE FIGURE SKATES** by Nestor Johnson, have new "CENTER-POISE" balanced design—perfect skates for every phase of figure skating.



Any child can learn, on **JUNIOR JOHNSONS**—low height minimizes ankle strain—shoes snuggle ankle, but allow toe-room for growing feet. The "right start" for young skaters!



**LO-BOYS**—Johnson Pleasure Skates for women and girls—make skating easy, because of their low balance. 8 models, including Sonja Henie Pleasure Skates shown.



**JOHNSON 'CENTER-POISE' FIGURE SKATES** offer the first correctly-designed figure skates at popular prices. Men's, black leather—women's, black or white.

AT STORES EVERYWHERE. LOOK FOR THE FULL NAME NESTOR JOHNSON

# JOHNSONS

REG. U.S. PAT. OFF.

NESTOR JOHNSON MFG. CO., 1900 N. SPRINGFIELD AVE., CHICAGO, ILL.

## GIFT REMINDER

For your convenience, check below the Johnsons which fit your gift needs. This coupon will remind you to see Johnsons at your dealer.

- |                     |  |
|---------------------|--|
| FOR WOMEN AND GIRLS | <input type="checkbox"/> Sonja Henie Figure Skates<br><input type="checkbox"/> Sonja Henie Pleasure Skates<br><input type="checkbox"/> Nestor Johnson Racers<br><input type="checkbox"/> Nestor Johnson Lo-Boys<br><input type="checkbox"/> Nestor Johnson Figure Skates |
| FOR MEN AND BOYS    | <input type="checkbox"/> Nestor Johnson Racers<br><input type="checkbox"/> Nestor Johnson Hard-Toe Hockeys<br><input type="checkbox"/> Nestor Johnson Pleasure Hockeys<br><input type="checkbox"/> Nestor Johnson Figure Skates  |
| FOR CHILDREN        | <input type="checkbox"/> Junior Johnsons   |

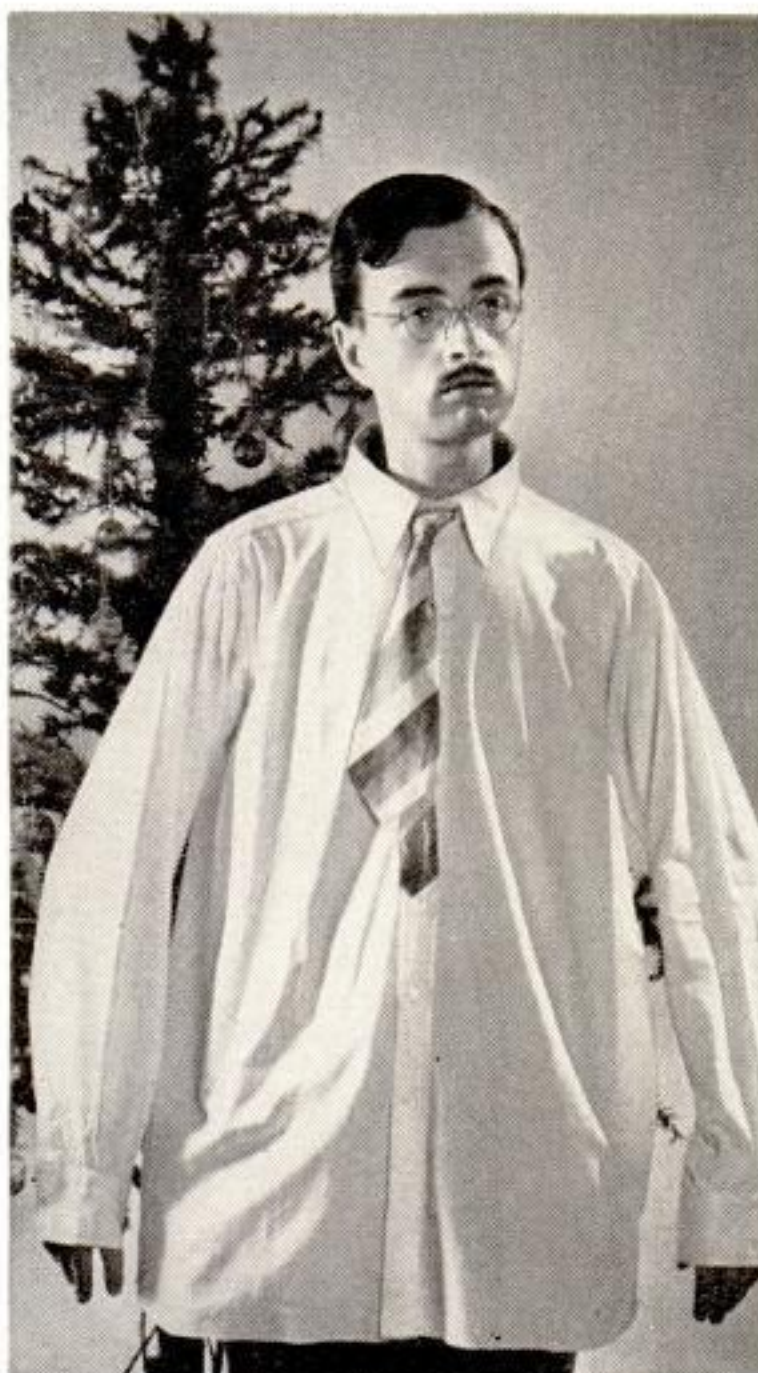
Be sure to look for the full name NESTOR JOHNSON



## 3 brickbats and 1 bouquet from last Christmas



**BIG ED DEXTER'S** 1938 gift shirts shrank to his little boy's size in one wash. "Gosh," said Ed, "why don't people give me Sanforized Arrows!" The fabric of Arrow Shirts won't shrink even 1%!



**LITTLE TED GARRETT** sighed, "This shirt my sister sent fits my torso like a tent. Oh, Christmas, how I could use some Arrows!" Arrow Shirts are *Mitoga cut*, shaped the way a man is built.



**"ALL A LAUNDRESS** has to do is touch this shirt and buttons come off!" roared Bob Wilson. Obviously Mrs. Wilson didn't give Arrows, whose patented button-stay anchors buttons on!



**"SWELL!"** said Ken Jones about the Arrow Dart Shirts he got. Dart's Arrow collar looks starched without starch and wears miraculously! (\$2.25.) For a dandy gift give any Arrow Shirt. \$2, up.

## ARROW SHIRTS

Made by Cluett, Peabody & Co., Inc.

*Sanforized-Shrunk—a new shirt free if one ever shrinks out of fit*

## LETTERS TO THE EDITORS (continued)

photograph before and two remarked they had seen passes on foreheads before. On clear days, the Brenner Pass can be seen on photographs of Mussolini. The Brenner is not ordinarily noticeable, however, as the observer gets lost in the Po valley where once Benito's hair grew. Passes are usually noticed only after pictures of them have been taken.

NED BENNETT

Ann Arbor, Mich.

Sirs:

For 20 years it has been my duty to care for the loved ones of my friends and neighbors. Of those that have met with misfortune far from relatives or friends. Men or women who have a dear old father or mother awaiting their return. Loved ones somewhere—I know not where.

As I prepared the remains of these folks according to State law governing embalming, I have studied their features.

Were they good or bad? Just what were their ideas of life and its many problems? And most important, what was their spirits' destination?

Friends, none of those people ever spoke to me. None ever answered my mind's questions.

If they ever do, I may quit the business.

F. E. DUNN

Ferguson Funeral Home, Inc.  
West Palm Beach, Fla.

Argentina

Sirs:

I am an exchange student from Lima, Peru, at the University of Florida. For three months I have been answering the most fantastic questions about my country as well as South America. I have been asked if we eat ice cream and if there are cars in the streets. The excellent article you had in your issue of Nov. 13 would be my answering from now on. I do hope you'll print more about South America and about our way of living.

F. PARDO DE ZELA Jr.  
College of Agriculture of the U. of Fla.  
Gainesville, Fla.

Sirs:

As a native son of Buenos Aires (of American parentage), I thoroughly enjoyed your recent spread on Argentina and only regret it had to be so short. What a pity you couldn't show a glimpse of the Jockey Club, reputedly the richest club of any kind in the world and by far the most ornate.

The following amusing incident concerning my mother was written up by Burton Holmes in one of his travelogs and well illustrates a typical custom among the Argentines which they cultivate as a fine art and practice as a national pastime. I'll let Mr. Holmes tell it.

"At our hotel there was a charming little North American lady, just arrived with her husband who had come to represent one of our big firms in Buenos Aires. She had ventured out into the shopping streets alone, wearing a very fetching white fur coat and a jaunty little cap of the same material. Ten minutes later she came rushing back, indignant, out of breath. 'Why, it is awful how the men stare! I simply couldn't stand it—the rude brutes! I'll never walk another step in Buenos Aires.' She related her experience to an Argentine acquaintance—a girl who had made a visit to New York the year before. The girl consoled her saying: 'But, my dear, you mustn't mind—you know I thought your New York men were rude at first. They never even looked at me, not even when I dressed my prettiest and I was just as indignant as you are until I found out that it was not the custom of the country for them to notice our nice clothes. It seems too bad they have to pretend to be so blind.' The eyesight of the gentlemen of Buenos Aires is conspicuously excellent."

RICHARD WATKINS

Berkeley, Calif.

(continued on p. 8)



You can't beat  
that flavor of real  
Vermont maple sugar

**THE** heart of the maple sugar country—that's where Vermont Maid Syrup comes from. And, by a skillful combination of fine cane sugar with real Vermont maple sugar, the flavor of the maple is improved—made richer, more delicious.

This delicious flavor is always uniform . . . as unvarying as the finest teas and coffees which, as you know, are blended exactly to suit your taste. Vermont Maid Syrup is just the right sweetness and strength—*every time!*

Enjoy this delicious syrup for your breakfast tomorrow!

Look for the Vermont girl on the green label—your guarantee of real Vermont maple sugar flavor.



Vermont Maid  
Syrup

MADE IN BURLINGTON, VERMONT



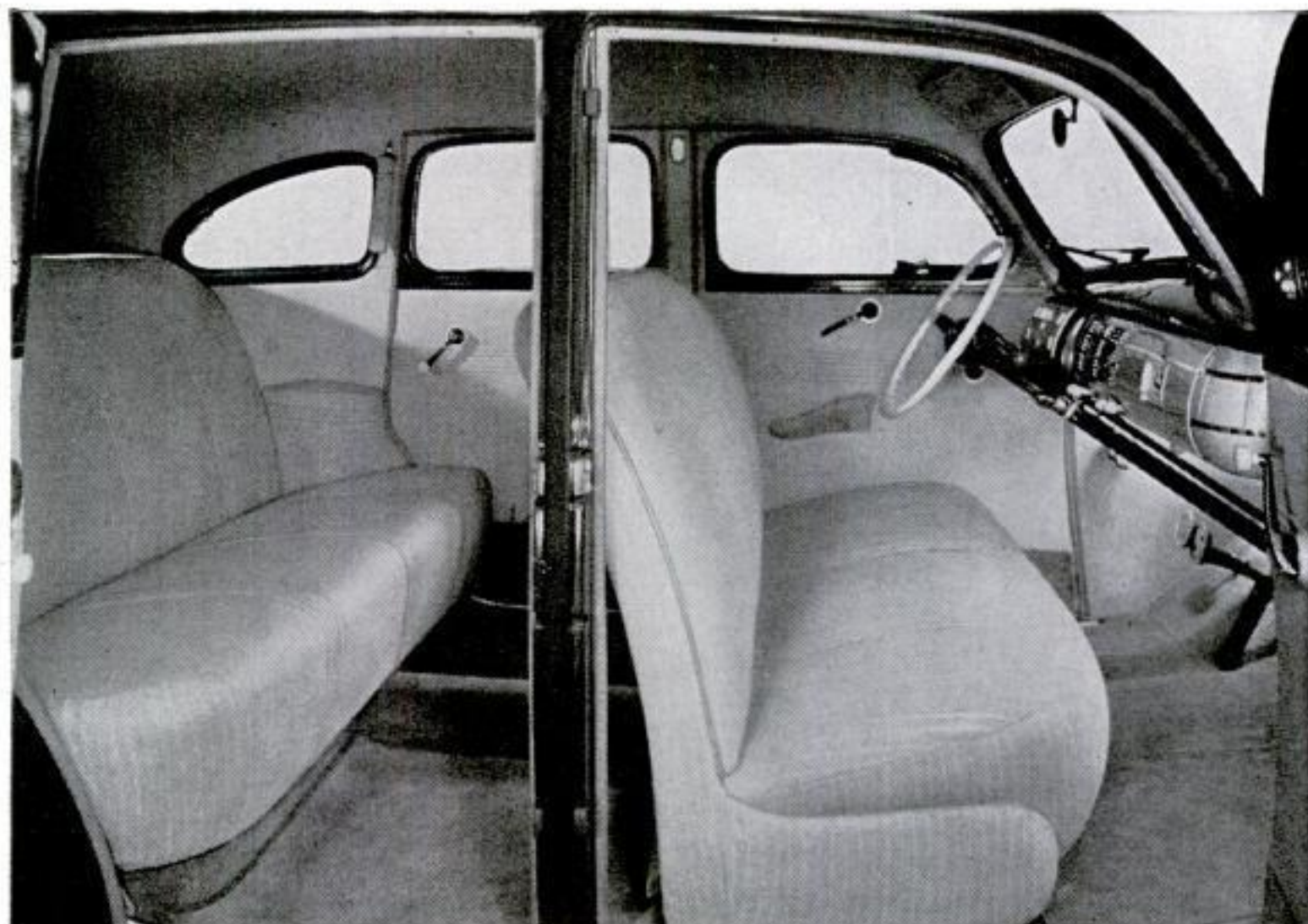


# "SAY! How long has this been going on?"

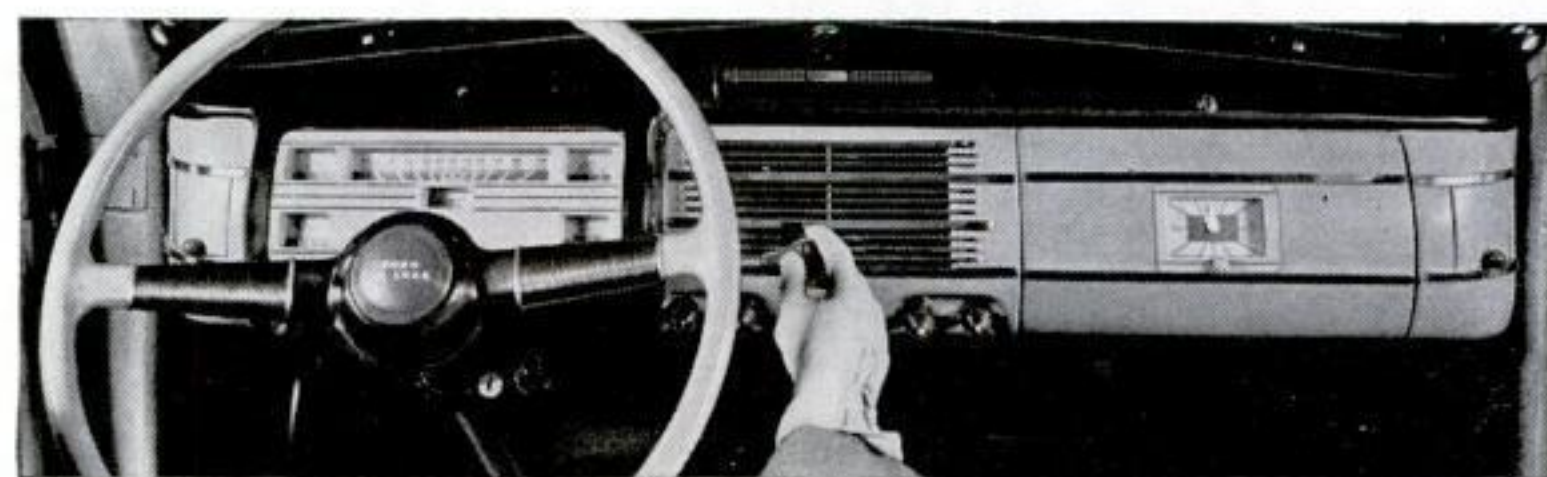
WHEN you're first introduced to the 1940 Ford V-8, you'll say, "Can this low-price car be as good as it looks?"

For here is a big, substantial car, with a smooth 8-cylinder engine, powerful hydraulic brakes, a uniquely stabilized chassis — *and 22 important improvements that make it more beautiful, more comfortable, quieter, safer, and easier to drive.*

You *can't* know what you're missing until you try the new Ford on the road. And when you do, you won't believe the price tag!



**LUXURIOUS INTERIORS.** Rich color harmony, finely tailored upholstery, and more room all around. Deep seat cushions of new construction, with a soft "floating edge" for increased comfort. Arm rests. Wide parcel shelf.



**FINGER-TIP GEARSHIFT** on steering post. All models, no extra cost. Smart, two-spoke steering wheel. Handsome new instrument panel with *two* ash trays, cigar lighter, grille for radio, glove compartment, battery condition indicator.



**NEW BODY TYPE.** Both the Ford and De Luxe Ford lines include a new Business Coupe which differs from the regular Coupe in interior arrangement. The big compartment behind the front seat has two auxiliary seats which fold down for extra passengers, or entire area can be used for luggage.

**READY TO RIDE!** The new Ford cars are as easy to ride in as they are to look at. Improved spring suspension and new ride-stabilizer—85-hp models—plus improved shock absorbers contribute to greatly increased comfort. Controlled Ventilation checks drafts.

(All illustrations show De Luxe Ford V-8)

**FORD V-8**  
**FOR 1940**  
**WITH 22 IMPORTANT IMPROVEMENTS**







**JOSÉ ITURBI,**  
distinguished pianist  
and conductor, has a  
simple way of relieving  
headache and nervous strain

*"I always get quick relief  
with Bromo-Seltzer", he says*

ITURBI combines 2 great musical careers. Famed as a pianist and conductor, probably has more engagements than any other artist in America, pilots his own plane on tour.

"The strain of a busy concert season," he says, "often brings on headaches... tense nerves. Bromo-Seltzer relieves both promptly. I have relied on it for many years."

#### Headache strains your Nerves

When you have a headache, you want a remedy that will do at least 2 things: relieve the pain fast and relieve the nervous tension, too.

Bromo-Seltzer does both. Tests by a group of doctors have proved this.

Take Bromo-Seltzer.\* Like Señor Iturbi, and millions of successful people, you'll appreciate the quick relief it brings to headache... the way it steadies tense nerves. Keep Bromo-Seltzer at home. At all drug-stores and soda fountains.

\*For frequent or persistent headache, see your doctor. For ordinary headache, take Bromo-Seltzer according to directions on label.

For over 50 years  
millions have relied on  
**BROMO-SELTZER**  
for headache relief



## LETTERS TO THE EDITORS

(continued)

### Broomstraws

Sirs:

Re your current cake-testing controversy!

I have baked cakes in various appliances, reaching from the modern controlled oven down to a tin-reflector baker, and generally turn out a mean cake.

I prefer to test a cake with:

a) a nice, new broomstraw;

b) any old broomstraw;

c) if a) or b) unobtainable, equivalent straw as available.

Mr. John C. Cox Jr., and the entire, great Westinghouse Electric Supply Co. to the contrary.

W. B. BEATTY

San Francisco, Calif.

Sirs:

By the time home-economics teachers marry and cook a few years, they learn that there are also loaf cakes and fruit cakes and "sich" that don't always respond accurately to the "touch" system.

W. W. MARTIN

Fort Dodge, Iowa

Sirs:

I still depend on the broomstraw for my tests and heaven pity the person who peeks in on my cake before it's done or slams the woodbox lid.

HUGH L. SPENCER

Canaseraga, N.Y.

P. S. Yes, I'm a man!

Sirs:

We use a broomstraw, our cakes are damn good and no fatalities have occurred as yet due to dust particles. Guess we're a hardy breed!

LOIS PAGE

South Orange, N. J.

### Sweetheart of the Navy

Sirs:

Your issue of LIFE, Nov. 13, contains a picture on page 50 with caption,



DORIS VAUGHAN

"Who is he?" Who cares who he is, what we want to know is, who is she?

J. D. BATES

W. R. GARD

P. L. CARDOSI

M. S. SPISAK

M. S. BEAN

F. B. ROOME

P. J. O'CROWLEY

H. KEANE

P. HAUN

United States Fleet

Cruisers, Battle Force

U. S. S. Honolulu, Flagship

Sirs:

On page 50 of LIFE, Nov. 13, is a picture of about the cutest little trick I have ever cast these tired old glimpsers on, holding a retouched enlargement of a picklepuss over a caption that must have been written by someone suffering from acute myopia.

FRANK MUSSETTER

Los Angeles, Calif.

(continued on p. 11)



**"I know  
what I'll  
give him!...  
WEBSTERS"**

There's genuineness in the "Merry Christmas" wish that goes forth with these high expressions of cigar-making art. Websters will delight the recipient and repay the giver in appreciation that comes from the heart. Specially selected long-Havana filler tobaccos—clear-aroma, mild, rich in flavor. Expert craftsmanship. Choice of connoisseurs! Boxes of 50 and 25 in the Christmas "motif."

**WEBSTER**  
Custom-made Webster Shapes

**FANCY TALES** 15¢  
Golden Wedding, 10c  
Perfecto Chico, 10c  
Queens... 2 for 25c

*First in the Social Register*



# HYDRA-MATIC DRIVE!

**NO GEARS TO SHIFT...**

**NO CLUTCH TO PRESS!**



## 1940's ONE BIG ENGINEERING ADVANCEMENT

FOR YEARS it's been coming and now it's *here*—a car without a clutch pedal... a car that shifts for itself... a car that reduces driving to its absolute essentials! It's the 1940 Oldsmobile with Hydra-Matic Drive—the world's simplest, easiest car to operate. Oldsmobile's new Hydra-Matic Drive is a combination of liquid coupling and fully automatic transmission. It steps up performance to thrilling new highs... gives a smoother, quieter flow of power... and definitely improves gasoline mileage. It's optional on all Olds models for 1940—the Sixty, Seventy and Custom 8 Cruiser—at an extra cost of only \$57. Visit your Oldsmobile dealer and try it—for the driving thrill of your life!

### ALL SHIFTING IS AUTOMATIC!

You simply set the control lever in "Hi," step on the accelerator and the car runs through four forward speed-ranges softly, smoothly—entirely *automatically*. You can drive all day without shifting!

### YOU CAN'T STALL THE ENGINE!

Oldsmobile proves it by this spectacular, specially arranged test—driving a car up a steep flight of steps, letting it come to a stop and holding it motionless by pressure on the accelerator only!



*Offered Only in*  
**OLDSMOBILE**



**AMERICA'S BIGGEST  
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**THE SMART YOUNG LADY** who gives this Remington Close-Shaver will have no need for mistletoe. It rates a kiss from any man. Ivory-colored shaver set off by a chromium-trimmed, lizard-grain case and chromium cord retainer.

**REMINGTON CLOSE-SHAVER**  
WAS \$15.75 **NOW \$14.75**



**ANY MAN OF TASTE** will appreciate this Remington Speedak...the first "vest-pocket" size electric shaver made. Weighs but a few ounces...but packs a ton of shave-power. Packed in chromium-trimmed, black velvet-lined, pin-seal case.

**REMINGTON SPEEDAK**  
WAS \$12.50 **NOW \$10.00**



**YOU CAN STAY WITHIN A MODEST BUDGET** and still give a man America's No. 1 shaver when you buy this Rand Close-Shaver. More "shave-power" than many far more expensive shavers. Complete with traveling case and cloth-of-gold outer gift box.

**RAND CLOSE-SHAVER**  
WAS \$9.50 **NOW \$7.50**



**ALL REMINGTON RAND** shavers have the improved and exclusive "double-action" Diamond Brand cutting head. It has two kinds of whisker openings for cutting both long and short hairs in one shaving stroke. Has no sharp edges to irritate the skin. And it doesn't have to be held "just so."



# NOW AS LITTLE AS \$7.50

*buys the gift he'd choose for himself*

## A REMINGTON RAND MODEL NO. 40 CLOSE-SHAVER

**SEE AMERICA'S NO. 1 SHAVERS** with the famous Diamond Brand head. Fastest-shaving electric shavers. Highest-powered shaving units. New low prices.



**SPECIAL XMAS OFFER—2 GIFTS, 1 PRICE!**  
Gift #1—a silvered cigarette box (retailing for \$5).  
Gift #2—a Remington Close-Shaver (identical with the Shaver in the \$14.75 package shown to the left). Both for only \$15.75. (Cigarettes not included.)

**IT'S A RARE MAN** who wouldn't rather have one important gift than a collection of knickknacks. That's why your favorite man will bless you for selecting an electric shaver made by Remington Rand.

Only Remington Rand offers and guarantees all these features: 1. The exclusive "double-action" Diamond Brand cutting head. 2. Fastest-shaving electric shavers. 3. Highest-powered shaving units. 4. Uniform speed—accurate as an electric clock. 5. Complete comfort—no sharp edges to irritate the skin.

See these Remington Rand Close-Shavers at your dealer's today and we'll warrant that Christmas shopping for the men on your list is going to be a lot easier. General Shaver Division of Remington Rand Inc., Bridgeport, Conn.

# REMINGTON RAND

*Close-Shavers*





Athletic Shirt—Quarter-leg Short

... provides a needed ... all-day lift that makes you feel better and look neater. You don't know real comfort until you have tried this gentle ... restful action support. No back seams to cut, no buttons, no ironing. The no-gap fly is most convenient and sanitary.

Briefs, Quarter-legs, Longs; light and medium weights; all cotton, and with 25% Wool. Shirts to match. 50¢ to \$1.50 each.\* Try 'em. Be sure you get Duocraft Action-Support.

### Now ... also in Duofold 2-Layer Fabric

If you like wool but want it away from skin get DUOFOLD ACTION-SUPPORT. Two thin layers: wool in outer layer, inner layer all cotton! Briefs, Quarter-leg,

Knee Length and Longs,

\$1 to \$2 each.\*  
Shirts to match.

\*All prices slightly higher west of Rocky Mts.

Write for

"Why You Need Support," by Dr. Damrau—and full details.  
Dept. L-5  
DUOCRAFT INC.  
Mohawk, N. Y.

**DUOCRAFT**  
ACTION-SUPPORT  
UNDERWEAR

## LETTERS TO THE EDITORS

(continued)

Sirs:

To hell with who he is, what we want to know is who she is.

DRUG STORE COWBOYS

Peoples Pharmacy  
Beloit, Wis.

P. S. None of us bought the magazine.

● Name: Doris Vaughan. Age: 17.  
Occupation: model. Home: New York City—ED.

### Hope for Germany

Sirs:

Please let me congratulate you for the pictures you have printed of German youth [young German officers—ED.] on page 39 of LIFE, Nov. 13.

I have studied this photograph carefully and cannot find one face that I wouldn't like to have in my family album. It seems a shame that a fine bunch of intelligent, healthy young men of this type should be used for cannon fodder. I do not believe that these young men want to kill, but they are so proud and aristocratic that their uniforms satisfy their young ego.

I believe if "The Great Hitler" could be destroyed, the strong-looking men on page 38 of the above-mentioned issue [German Generals—ED.] could control Germany and its young people, so that they might give to the world the intelligence their faces seem to possess.

STANLEY H. RAMER  
Charleston, Ore.

### Army Etiquette

Sirs:

In the next to last paragraph on page 39 of the Nov. 13 issue, you say that the gap between officers and men in the German Army is greater than in most armies.

If the reason given there makes the difference, I suggest you get acquainted with the customs of the good old Army of the U.S.A. I hate to think of what would have happened if I had ever rushed in to the Old Man's emporium and said, "Did you call me?" I do know one thing and that is that before I left the question would have been, "Did the captain call me, Sir?"

TED VOGT  
Fremont, Ohio

### Quarterback Byrd

Sirs:

I enjoyed reading Mr. Murphy's article in the Oct. 30 issue of LIFE, on Dick Byrd. Mr. Murphy refers to Dick as a "third-string quarterback" at Annapolis. Dick was the regular quarterback on the Navy team in 1909.

I was head coach of the Navy team in 1908, 1909, 1910. I find that in 1909, Dick was the starting quarterback in the first and second games, was out with an injury in the third, played in the fourth and started in the fifth against Princeton, playing all but a few minutes, being taken out with a bad ankle toward the end of the game. From my notes: "Byrd handled the team in excellent fashion."

Byrd developed a serious case of typhoid fever in England on the summer cruise in 1910, suffering a bad relapse. I wrote him, telling him to hurry and get well, as Navy counted on him as the regular 1910 quarterback. I told him also that he was my candidate for captain of the team in his senior year. Unfortunately, typhoid left him too weak to play football.

As an example of his generosity: when Wilson, a competing quarterback, was injured, Dick addressed a letter to the authorities asking that the Navy "N" be awarded Wilson.

F. D. BERRIEN  
Rear Admiral, U. S. Navy, Retired  
New Haven, Conn.



Caught with a Speed Graphic by Robert C. Chick

## GRAFLEX and SPEED GRAPHIC Prize-Winning Cameras ★ Praise-Winning Gifts

You can make no finer gift choice—for yourself or any other picture-taker—than a Graflex or Speed Graphic Prize-Winning Camera. American-made by master craftsmen, these cameras are the universal choice of photographers who sincerely strive for better, more interesting pictures.

For superior picture-taking either in black and white or color—they are unequalled. Their great versatility is winning prizes and recognition for owners everywhere. Choose from your Dealer's selection of Graflex and Speed Graphic American-made, Prize-Winning Cameras and Accessories.

### Available on Easy Payments

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### 2¼x3¼ Miniature SPEED GRAPHIC

Here's one of the most popular of all cameras! Although 36% smaller than any other Speed Graphic ever built, it has all the recognized Speed Graphic features plus many new and advanced ones including built-in focal plane shutter flash synchronization. Light, easy to carry, it's an ideal all-purpose camera for any camerist. Price (dependent upon lens selected) from \$111.00



Accessory range finder is \$27 additional

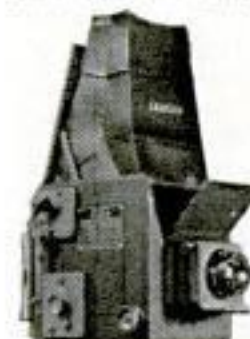
### National GRAFLEX

Although just a handful, this finest of American-made miniature reflexes features full vision ground glass focusing, focal plane shutter speeds to 1/500 and an f/3.5 Bausch & Lomb Tessar lens. It's economical, too, for it makes ten album-sized pictures on each 8-exposure film roll. Price... \$87.50



### Series B GRAFLEX

Those who appreciate and seek finer camera equipment, find the Series B Graflex an admirable choice. It has a revolving back that enables either vertical or horizontal subjects to be pictured with equal facility, a wide range of focal plane shutter speeds and the ability to use cut film, roll film, packs or plates. Three sizes: 2¼ x 3¼, 3¼ x 4¼ and 4 x 5. Price of the \$91.00 2¼ x 3¼ is.....



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**GRAFLEX Prize-Winning CAMERAS**



# SPEAKING OF PICTURES...

## ...THIS IS MURAL AMERICA FOR RURAL AMERICANS

Shown here are the prizewinning sketches of 48 murals now being painted for new post offices in each of the 48 States. In the captions beneath each picture, the name of the post office for which it is being painted appears. These prize-winners were selected from among 1,475 designs recently submitted anonymously to the Fine Arts section of the Federal Works Agency. To the prizewinning artists went an average commission of \$725 and a helpful shove towards fame.

As mural sketches, these are interesting not only in themselves but also as barometers by which the everyday art taste of rural America may be judged. Designed mostly for village post offices, they represent in most cases the collective taste of the citizens of the community, together with the individual



**EUTAW, ALA.** Robert Gwathmey's vivid mural will picture Negroes unloading and packing fish taken from nearby waters.



**SAFFORD, ARIZ.** Seymour Fogel is painting Indians of the Southwest doing a traditional ceremonial dance for the post-office mural.



**PARIS, ARK.** Tenant farmer at work in his field was subject chosen by German-born Joseph Vorst of St. Louis.



**SELBYVILLE, DEL.**, will get William H. Calfee's mural showing a small lumber-mill scene common in southern Delaware.



**DE FUNIAK SPRINGS, FLA.** Thomas Laughlin's design shows the boats and fishermen that are a common sight in Florida.



**CONYERS, GA.** Prizewinning sketch by Elizabeth Terrell of New York portrays typical farm scene in agricultural South.



**CORNING, IOWA.** Marion Gilmore's mural depicting Sunday band concert will be changed to reflect Corning.



**SENECA, KAN.**, in the heart of the great wheat belt, will have Joe Jones' mural to fit in with Seneca's surroundings.



**HICKMAN, KY.** William Bunn has struck a popular note with his mural of Mississippi "packers," including the famous J. M. White.



**STOUGHTON, MASS.** Jean Watson of Germantown, Pa., painted New England's rocky gullies and factories near Stoughton.



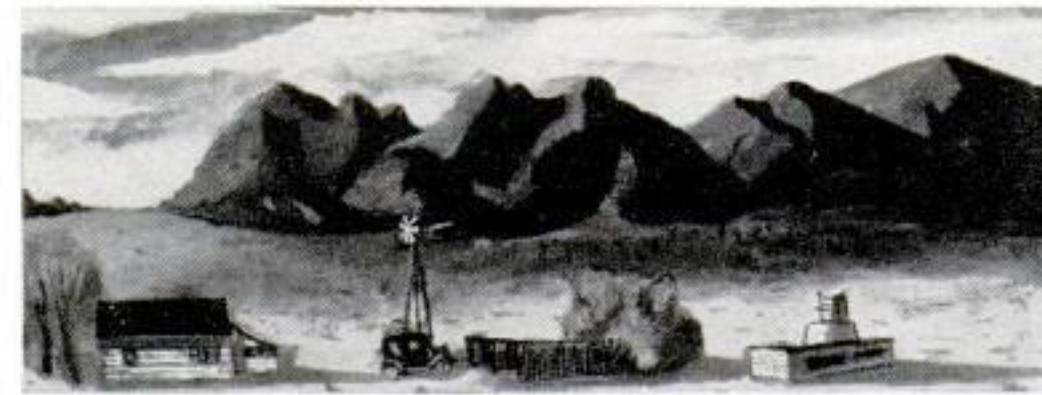
**GRAND LEDGE, MICH.** James Calder's mural shows a farmer visiting neighbors by car in an idealistic setting.



**ST. PAUL, MINN.** New post-office mural by Don Humphrey of Hartland, Wis., will glorify the Northwest's \$900,000,000 milk industry.



**SCHUYLER, NEB.** Philip von Saltza painted wild horses in a cactus field. The cactus will be changed to tall poplar trees.



**YERINGTON, NEV.** Adolph Gottlieb, a Brooklynite, traveled to Nevada to get the lonely feel of this homestead on the plains.



**MILFORD, N. H.**, will have Philip von Saltza's other mural, colorful view of log-rolling on a New Hampshire stream.



**BOONE, N. C.**, in the midst of tobacco country, will get Alan Thompkins' mural of a typical tobacco plantation.



**NEW ROCKFORD, N. D.** Its new post office will have a cowboy mural, now being painted by Edward Buk Ulreich of New York.



**BRIDGEPORT, OHIO.** Prizewinner by Richard Kenah of Washington, D. C., represents a Midwestern farm scene at harvest time.



**WESTERLEY, R. I.** Paul Sample's sketch depicts a railroad engineer and his family crossing over the tracks at station.



**MULLINS, S. C.** For its new post office, Lee Gatch is painting tobacco workers gathering the crop, growing under cheesecloth.



**FLANDEAU, S. D.**, will have Matthew Ziegler's simple but moving mural of a field after the wheat has been stacked.



taste of the artist. Each artist was required to visit the locality for whose post-office mural he was competing, and to discuss possible subjects for mural treatment with local townspeople. As the several captions reveal, some citizens have since objected to the mural proposed for their post office and in some cases the subject is being redesigned to suit their taste.

Apparently rural Americans are artistic "stay-at-homes," with a preference for paintings that reproduce experiences and scenes and parts of history with which they are familiar. In spirit, many of these sketches are local American epics. Mississippians like to watch cotton wagons unloaded at the warehouse. People of the Carolinas take pride in their tobacco plantations, those of New

England in their tradition as backwoodsmen. The citizens of East Hartford, Conn., have not forgotten their Puritan heritage, and those of Dover-Foxcroft, Maine, remember Benedict Arnold's crossing the Kennebec. In the far West imaginations are still fired at the sight of Indians and spirited horses. In the Midwest, where a man's livelihood may depend on the turn of the weather, harvest time is its own justification for beauty. Significantly, the much-publicized "Main Street" atmosphere of small towns does not seem to mean so much to the people who actually live in them. And it is noteworthy that of 48 sketches only one (for New Jersey) deals with winter and only a handful suggest the possibility that the most highly industrialized nation in the world has any industry at all.



**LOS BANOS, CALIF.** Lew Davis' mural will be changed by popular demand to show Spanish caballeros instead of the Arizona Indians.



**LITTLETON, COL.** John Fraser's landscape will show a farm, cattle, a grain elevator and a freight siding in the foreground.



**EAST HARTFORD, CONN.** Alton Tobey's mural will show Hooker's Pilgrims praying on Connecticut River banks.



**KELLOGG, IDAHO.** Local residents have objected to the pessimistic atmosphere of Fletcher Martin's mining scene.



**HAMILTON, ILL.,** in the corn-producing region, will have farm mural by Edmund D. Lewandowski of Milwaukee in its new post office.



**SPENCER, IND.** Joseph Meert's sketch shows a harvest scene with women (right) bringing food to the busy men.



**DOVER-FOXCROFT, MAINE.** Nineteen-year-old Barstow Greenbie shows Arnold's army on way up Kennebec.



**EUNICE, LA.** Laura Lewis' sketch of a sultry Southern scene will be changed to fit Louisiana's more active life.



**ELKTON, MD.** The abundance of fish, game and wild life in the Chesapeake Bay region is the theme of Alexander Clayton of Chevy Chase.



**LELAND, MISS.** Design by Stuart Purser of Pineville, La. shows Negroes driving wagons filled with cotton to warehouse in Leland.



**JACKSON, MO.** The new post office will have Fred Conway's scene showing cattle grazing near high haystacks.



**GREAT FALLS, MONT.** Sketch by Mordi Gassner of New York is comparison of old and new pioneers with problems of both.



**BORDENTOWN, N. J.** Avery Johnson's winter scene is a rollicking skating party on the pond in Bordentown.



**HOT SPRINGS, N. MEX.** Boris Deutsch's amusing sketch plays off a real Indian chief against new railroad "Chief."



**DELHI, N. Y.** Hooded farmers who demanded lower rents in the "Rent War" are theme of Mary Earley, who studied art in New York City.



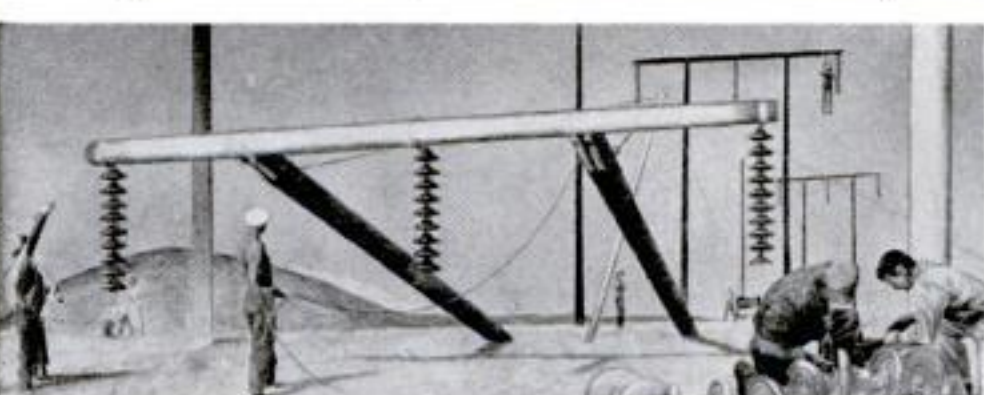
**PURCELL, OKLA.** This sketch by James Turnbull shows cattle being loaded on a freight train bound for the stockyards.



**BURNS, ORE.** Mural by Jack Wilkinson of San Francisco shows frontier days in Oregon, where he attended State University.



**MERCER, PA.** Lorin Thompson is painting a mural showing men removing tree trunks to make room for more farm land.



**LENOIR CITY, TENN.** David Martin's sketch of men putting up a power line near Lenoir is one of few industrial murals.



**LAMPASAS, TEX.** This typical farm scene is the subject of Ethel Edwards from New Orleans, La. who is only 24.



**HELPER, UTAH.** New post office will get Jenne Magafan's reproduction of a Western town scene in early days. Artist is Coloradan.



TWO CHRISTMAS GIFTS SURE TO WIN THE HEARTY THANKS OF ANY MAN

*Neat... "Feather"-Light... Easy-Shaving*

# New Gillette Kumpakt Dry Shaver!

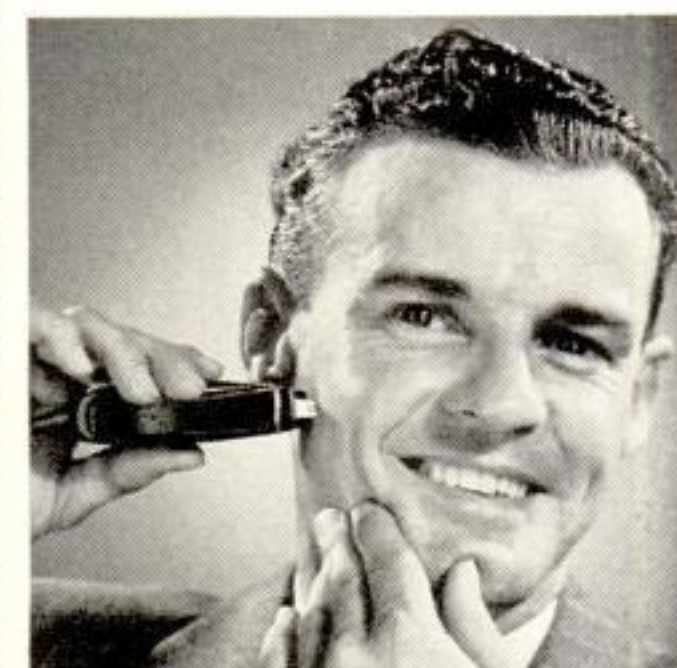
TRIM as a fine watch and as precisely built, the new Gillette Kumpakt Dry Shaver is convenient, easy to handle and combines one advantage after another found in no other AC razor. Priced at only \$10, it gives quick, comfortable, good-looking shaves... makes an impressive gift for men and women alike.

The powerful motor starts automatically... and with its four-way beard pick-up, the cutter head is especially *insulated*—an important, exclusive feature that protects the user against possible shock. No oiling is required, and there are no revolving or wearing parts. Smooth, rounded teeth prevent skin irritation.

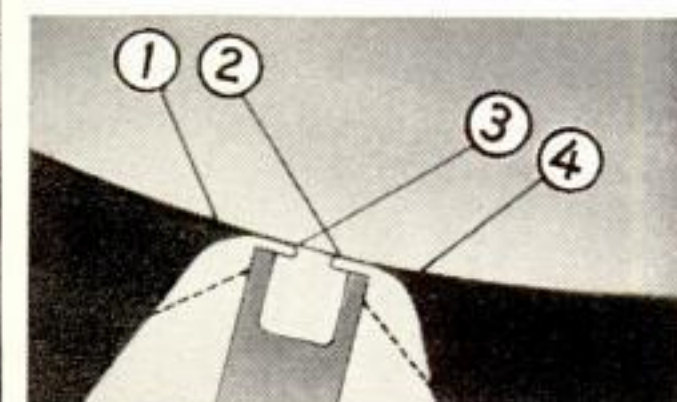
Fully guaranteed and bearing the greatest name in shaving, here is an electric razor you can be proud to present. See Gillette Kumpakt Dry Shavers at your dealer's and include them on your Christmas list!



**NEAT... COMPACT...** vest-pocket size! The new Gillette Kumpakt Dry Shaver is powerful, efficient... yet is just four inches long, weighs only six ounces without cord and nestles in your hand like a friendly pipe!



**EASY SHAVING!** Experienced electric razor users say this new Gillette Kumpakt is handier... more efficient... shaves every part of the face quickly. *Exclusive insulation of cutter head protects you from shock.*



**DOUBLE-ACTION** head feeds whiskers to the cutter at four points. Even short hairs lying flat against the skin are sheared off close. The cutter bar makes 14,400 one-way strokes per minute. Razor never needs oiling.



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## The Gillette DeLuxe Dry Shaver only \$15

AMONG electric razors, the most distinguished gift of all is the Gillette DeLuxe Dry Shaver. And *now* you can buy this fine, \$20 precision instrument for only \$15... a saving of 25%. The Gillette DeLuxe not only combines advantages of other electric razors, but has exclusive features that make dry shaving quicker, easier than ever before! Goose-neck construction lets you shave with your arm in a perfectly na-

tural position. Gillette's exclusive cutter head has no equal. Operating on either AC or DC circuits, the powerful motor never falters... and "Elim-O-Stat suppresses radio interference". The attractive all-steel case, with non-breakable mirror and wall-bracket is a convenience men appreciate. So, choose the "aristocrat of gifts"... ask your dealer for the Gillette DeLuxe Dry Shaver at the new low price of only \$15!





## SPEAKING OF PICTURES

(continued)



**PHOEBUS, VA.** William Calfee's mural will show fishermen hauling nets at 4 a.m. in Chesapeake Bay. Calfee is also doing mural for the post office at Selbyville, Del.



**ISLAND POND, VT.** Barse Miller is painting lumbermen sawing logs on rim of Island Pond. Miller, a Californian, has studied art in New York, Philadelphia and abroad.



**SHELTON, WASH.** Richard Haines's design for a prairie campfire scene will be altered to show lumberjacks with whom Shelton's residents are more familiar.



**MANNINGTON, WEST VA.** Richard Zoellner's mural represents a placid West Virginia landscape. Zoellner, whose home is in Cincinnati, is also a water-color painter.



**CHILTON, WIS.** Charles Thwaites's sketch shows farmers stacking wheat. Thwaites is Milwaukee-born, attended University of Wisconsin and Layton School of Art.



**GREYBULL, WYO.** Mural by Manuel Bromberg of Colorado Springs will show a prairie scene with cowboys singing to accompaniment of harmonica and a ukulele.

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SOME  
HIGHER

THE *Florsheim* SHOE

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*Christmas shopping's hard on her, too — but she can tell you how to make it easier*

THE girl on the other side of the counter certainly takes plenty of punishment at Christmastime, but she always manages to come through despite the extra hours and the nerve-racking confusion.

Perhaps you've wondered how she ever does it. Well, we can give you one reason: She drinks coffee—not only at breakfast, but at lunch and dinner too.

For it's a scientific fact that coffee lifts you up when you are tired, actually gets at the physical cause of fatigue. It also helps the brain work faster, sharpens the senses, enlivens conversation...eases

the strain on mind and nerves alike.

That's why coffee is a wonderful drink for you at lunch and dinner. And speaking of dinner, remember this: The pick-up you get from coffee lasts only two hours if you're like 97 out of 100 people.\* So you can enjoy your coffee in the evening and be ready to sleep when your head hits the pillow.

\*Medical authorities on request

PAN AMERICAN COFFEE BUREAU, NEW YORK CITY

## RIGHT or WRONG?

Can you score 100% in this 1-minute Coffee Quiz?

### COFFEE CALMS THE NERVES

Right? ☐ Wrong? ☐

Coffee, for centuries, has been the mainstay of men working under pressure—firemen, seamen, Red Cross workers. They drink coffee to relieve the nervous strain, for better mental and physical coordination. Check "Right" above.

### COFFEE IS FATTENING Right? ☐ Wrong? ☐

Coffee adds practically no calories to the diet, but it *does* help promote metabolism. Therefore, coffee is a definite help in a reducing diet. Check "Wrong" above.



CAN'T YOU THINK OF ANYTHING TO GIVE THEM?

CHEER UP! — What you need is another cup of coffee!



REMEMBER THIS: To make good coffee, use enough—a heaping tablespoonful to each cup.

Published by the Pan American coffee producers, for the benefit of the American public, the largest consumers of coffee in the world.

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COFFEE CHEERS YOU UP!

## LIFE'S PICTURES



To obtain the pictures of a duck-hunter's paradise (see pp. 102-105), LIFE sent Photographer Wallace W. Kirkland, best-known to LIFE's readers for his magnificent farm pictures. From piloting youngsters on many a Canadian canoe or dog-sled trip, Kirkland knows wild animals and woodland, hunted and hunters as well. Above, on the Bailey farm in Indiana (LIFE, Nov. 6), he does the trick of photographing himself cleaning a pig.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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8—OTTO HAGEL  
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28, 29—TOM YERBY  
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save your money as  
well as your plant"**

**T**HE owners of a woodworking plant realized that, because of the highly combustible nature of their product, they faced the danger of a fire in any part of their factory spreading rapidly to other sections. Fire-resistive partitions between sections were a step in the right direction but, as the White Fireman\* pointed out, fire could still travel quickly through the open doorways connecting the various departments. The owners explained that frequent traffic between departments made closed doors impractical.

The White Fireman then recommended the installation of fire doors that would remain open during normal conditions but which would automatically close under the abnormal temperatures generated by fire. This solved the problem efficiently . . . and economically, too. By thus minimizing the threat of fire spread, the owners earned a 20% cut in their fire insurance rate.

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# LIFE



## CONTENTS

### THE WEEK'S EVENTS

German Mines Give Allied and Neutral Shipping Their Worst Week of the War	21
Grand Admiral Raeder Is Mastermind of Germany's Hit-Run Naval Strategy	23
LIFE on the Newsfronts of the World	26
King George Looks Down a New Anti-aircraft Gun	27
100 Perish in Fire that Sweeps over Venezuelan Oil Town Built on Piles	28
Munich Beer-Hall Blast Is Pinned on a German	30
Britain's War Cabinet Has Its Picture Taken	31
U.C.L.A. Capers During Alumni Homecoming Week	32
Ohio Democrats Stage a Party for Paul McNutt	33
10,000 Mob Wedding of Joe DiMaggio & Dorothy Arnold	34
U. S. Watches Japanese Policy in the Pacific	75

### CLOSE-UP

The Pope	86
----------	----

### PHOTOGRAPHIC ESSAY

Wright Field—The Army Tests Its Warplanes	78
---	----

### ART

British Postcards Laugh at War	37
Germany's Famous Wood Engraver Demonstrates His Art	71

### THEATER

"The Time of Your Life"	46
John Barrymore's Ad Lib Clowning Wows Chicago	50

### MOVIES

This Time It's a Circus for the Marx Brothers	57
The Girl Whose "Heart Belongs to Daddy" Is Now a Hollywood Star	58

### TRANSPORT

Railroads Paint Up	43
--------------------	----

### MODERN LIVING

Clubwomen Get Lessons in Cigaret Smoking	60
--	----

### SCIENCE

Columbia Opens Its Laboratories to Put on a Show	64
--	----

### SPORTS

18-Year-Old Secretary Is World's Best Woman Bag-Puncher	96
---	----

### RELIGION

Church of Aphrodite, Goddess of Love, Is Chartered in New York	101
--	-----

### OTHER DEPARTMENTS

Letters to the Editors	4
Speaking of Pictures: This Is Mural America for Rural Americans	12
LIFE Goes to a Duck Hunt on Cuba Island	102
Pictures to the Editors	106

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**LIFE'S COVER.** During most of U. C. L. A.'s Homecoming Week (p. 32) freshmen are methodically humbled. At dances, however, pretty first-year co-eds get more cordial attention. On the cover, Senior Olin Hessell of Beverly Hills is shown dancing with Freshman Marjorie Henshaw of Los Angeles. Senior Hessell is a varsity basketball player, president of Phi Phi and Delta Tau Delta. Miss Henshaw is a Kappa Alpha Theta. Blonde, talkative, popular, she has been offered two Hollywood screen tests, is told she looks like Bette Davis.

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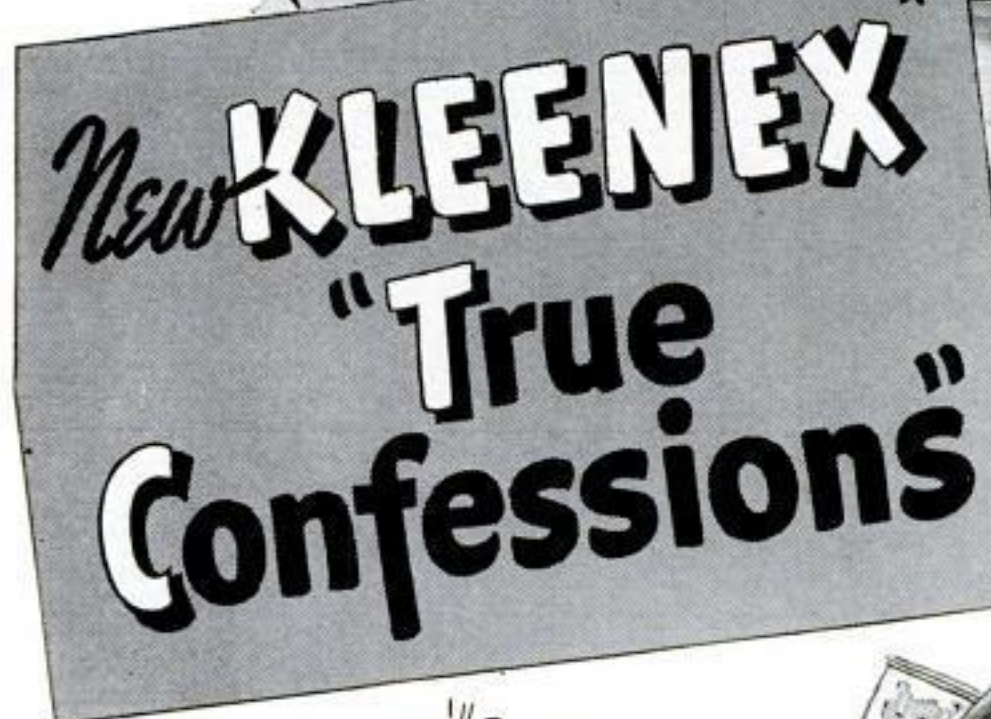
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## I WAS THE OFFICE WALLFLOWER



THEN I STARTED KEEPING A BOX OF KLEENEX IN MY DESK...NOW I GET LOTS OF ATTENTION WHEN SOMEONE CATCHES COLD, SPILLS INK, OR HAS A PASTING JOB.

from a letter by M. D. H., Palmyra, N. J.



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## THE WAR IS OVER

KLEENEX MARKED THE END OF FAMILY FEUDS OVER BORROWED HANDKERCHIEFS.

from a letter by M. L. E., Willard, Ohio

## THE GUY'S SQUIRRELY

I SAYS WHEN I CAUGHT MY HUSBAND CLEANING HIS GLASSES ON THE CURTAINS. NOW I KEEP KLEENEX HANDY AND HE'S LOOKING BETTER.

from a letter by C. U., Philadelphia, Pa.



## PLASTERED BY 5 O'CLOCK

MY OILY SKIN NEEDS LOTS OF POWDER... AND BY 5 O'CLOCK IT LOOKS COATED WITH "DOUGH." BUT NOT ANY MORE SINCE I USE KLEENEX BEFORE APPLYING NEW "DABS".

from a letter by P. C. S., Frankfort, Ky.

## I LIVE ALONE AND LIKE IT!

BUT I HATED DOING THE DISHES UNTIL I STARTED USING KLEENEX TO WIPE OUT FRYING PANS AND GREASY KETTLES. NOW MY TROUBLES ARE OVER!

from a letter by A. L. D., Saratoga Springs, N. Y.



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"The greatest advance since the self-starter." . . . The only steering column gearshift that goes into action automatically when you touch the lever to change gears. . . . With Chevrolet, gearshifting is 80% automatic . . . only 20% driver effort!

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The self-starter ended the labor of cranking. Now Chevrolet's new exclusive vacuum-power shift ends the labor of gearshifting. It is the only steering column gearshift that shifts for itself. . . . With his fingertips, the driver moves the lever—and vacuum power moves the gears. And not only that! Besides shifting effortlessly, you shift instantly and silently *without taking your hand off the steering wheel*. Just a flip of the finger, and that's all there is to it. No tugging, no pushing on a long, unwieldy bar . . . just a finger flip! Do not confuse the Chevrolet vacuum-power shift with other steering column gearshifts that are operated entirely by muscle power. Remember, only Chevrolet has a power shift, and it is standard equipment on all series, at no extra charge. See the 1940 Chevrolet today. Eye it . . . try it . . . and you'll buy it.

CHEVROLET MOTOR DIVISION  
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SCORES OF GERMAN MINES WERE WASHED UP ON NORTH SEA SHORES LAST WEEK. HERE AN UNEXPLODED GERMAN MINE LIES ON DUTCH BEACH WHILE ANOTHER EXPLODES

## GERMAN MINES GIVE ALLIED AND NEUTRAL SHIPPING THEIR WORST WEEK OF THE WAR

**T**oo big for a child's toy, too small for a World's Fair theme building, the big iron ball stranded on a bleak Dutch coast above looks like the vicious sea monster it is. Such a mine is 1,400 lb. of sudden death which, in its normal habitat under the surface of the sea, lies ready to blow in the sides of any ship which brushes against one of its detonating snouts. Last week the mine suddenly loomed up as No. 1 weapon of the battle of economic strangulation into which Europe's war has settled down. Along the east coast of England, in the supposedly mine-free channel followed by merchant ships, the cold North Sea grew loud with its explosions and littered with the wreckage of its victims.

In Great Britain there was much excited talk about "magnetic mines" and "parachute mines," much speculation as to whether Adolf Hitler had unleashed the "terrible new weapon" that he has been blustering about. But whatever the mechanics of the mines (*see pp. 24-25*), there was no doubt about their damage. In the eleven weeks of the war up to Nov. 18, there were sunk 113 Allied and neutral ships totaling 485,826 tons, for an average of 44,166 tons per week. Sunk in the week of Nov. 18-25 were 27 Allied and neutral ships totaling 78,598 tons—all but nine of them by mines. Dead or missing: 228. German losses of the week were three freighters, one sunk by shellfire, two scuttled

by their crews to avoid capture by British warships.

For protection of neutral ships, an international convention drawn up at The Hague in 1907 prescribes that mines must be anchored and public notice be given of their locations. Mines are supposed to be so constructed that if they break loose from their moorings they will, by an automatic safety device, become harmless within an hour. Free-floating mines, customarily dropped by a warship fleeing from an enemy pursuer, are permissible only if they meet this requirement. Last week Brit-



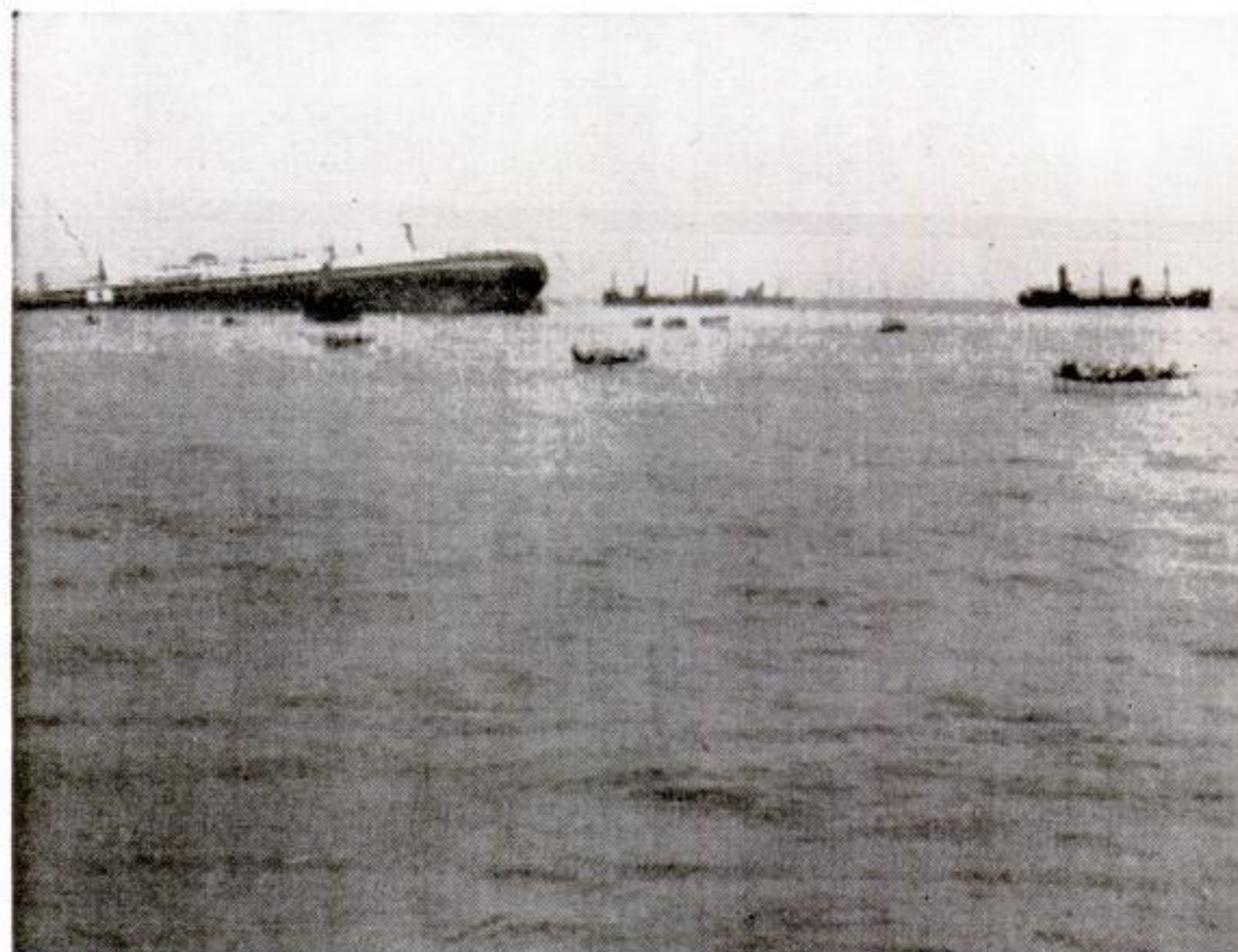
The taunt painted on this washed-up mine reads, literally: "If I give good guidance, Churchill will be in great distress."

ish statesmen and press, who display in wartime the same propensity for crying "Foul!" that the English heavyweight, "Phaunting Phil" Scott, used to show in the prize-ring, at once accused the Germans of violating these conventions. German spokesmen at first denied that the floaters were theirs. Later they switched to asserting that the presence of British warships in the shipping channel nullified its neutrality. As scores of German mines were washed up on North Sea shores—some painted with taunts to Chamberlain and Churchill (*left*)—it became clear that the Germans were resorting to desperate counter-blockade measures against the tightening stranglehold of the vastly superior British Navy.

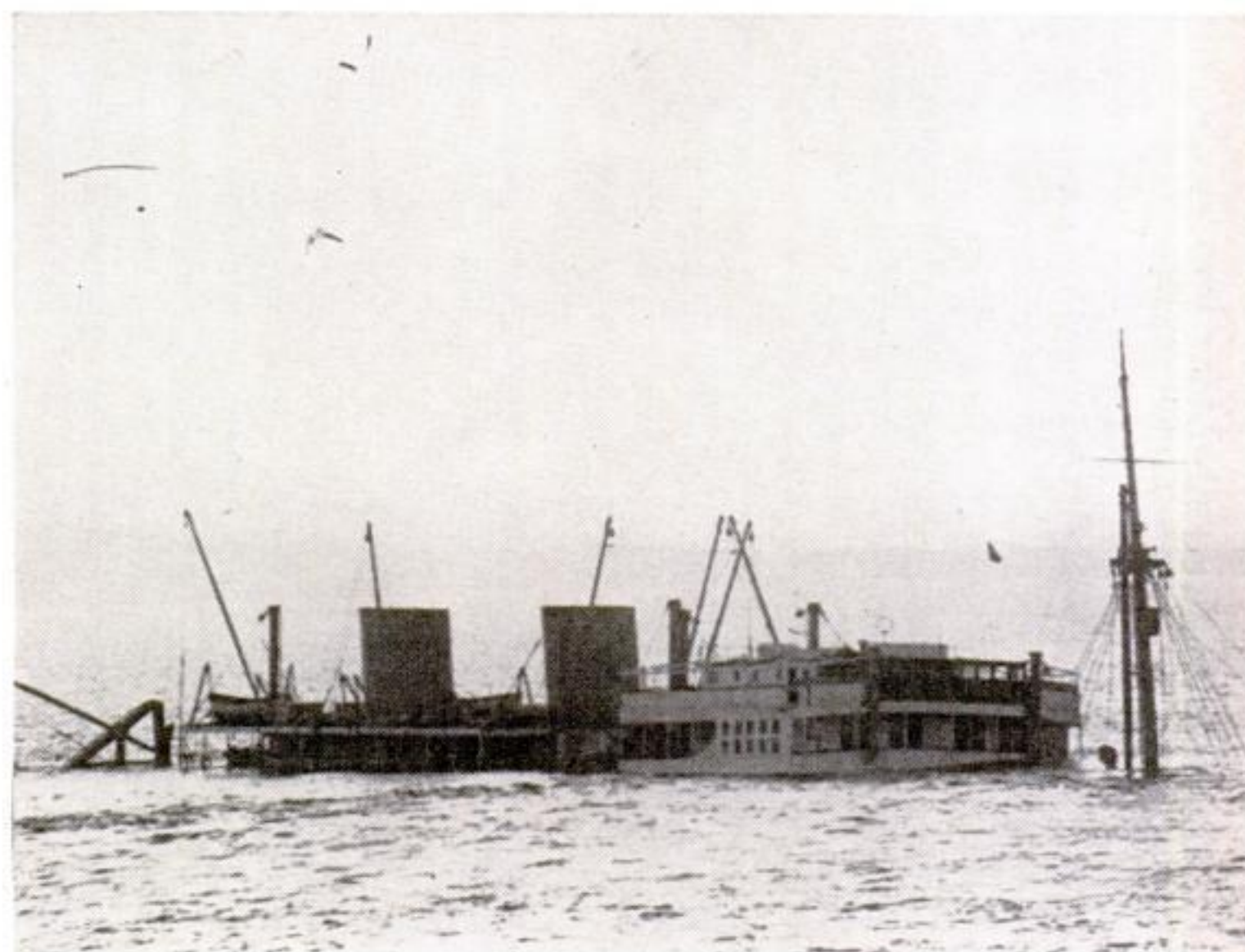
How seriously the British took the new Nazi threat to their vital shipping appeared, Nov. 21, in an announcement by Prime Minister Chamberlain that Britain, to its current seizure of goods bound for Germany, would shortly add seizure of German exports bound for overseas markets, even though carried on neutral ships. Object of this highjacking: to bankrupt Germany. This measure, which Britain justified by "law of reprisal," was promptly protested as internationally illegal not only in Germany but also in Holland, Belgium, Norway, Sweden, Italy and Japan. The hapless neutrals, already hard hit by mine losses and blockade, now faced the loss of their German carrying trade, their needed German imports.



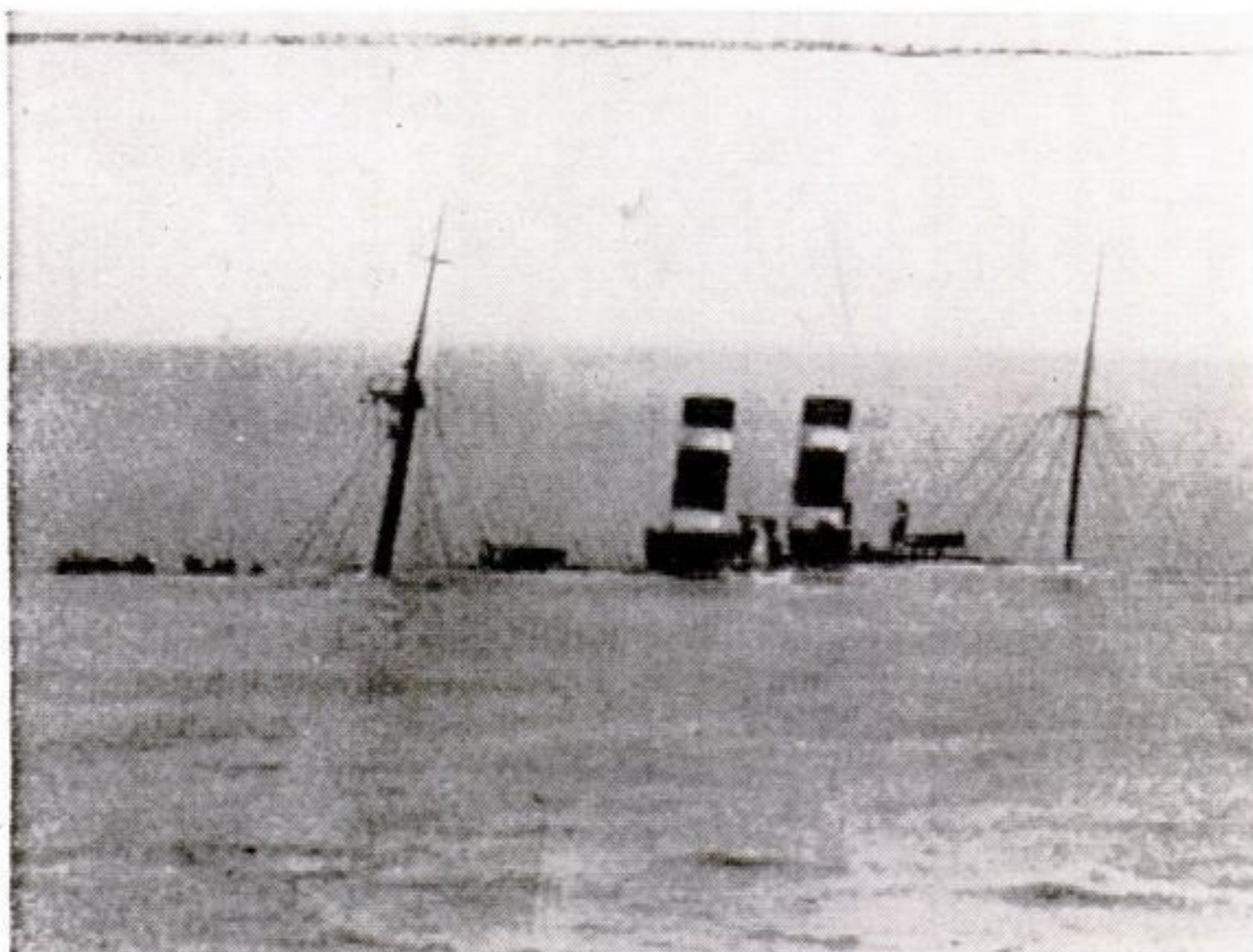
These are six of 140 Allied and neutral ships which have been sunk in the war



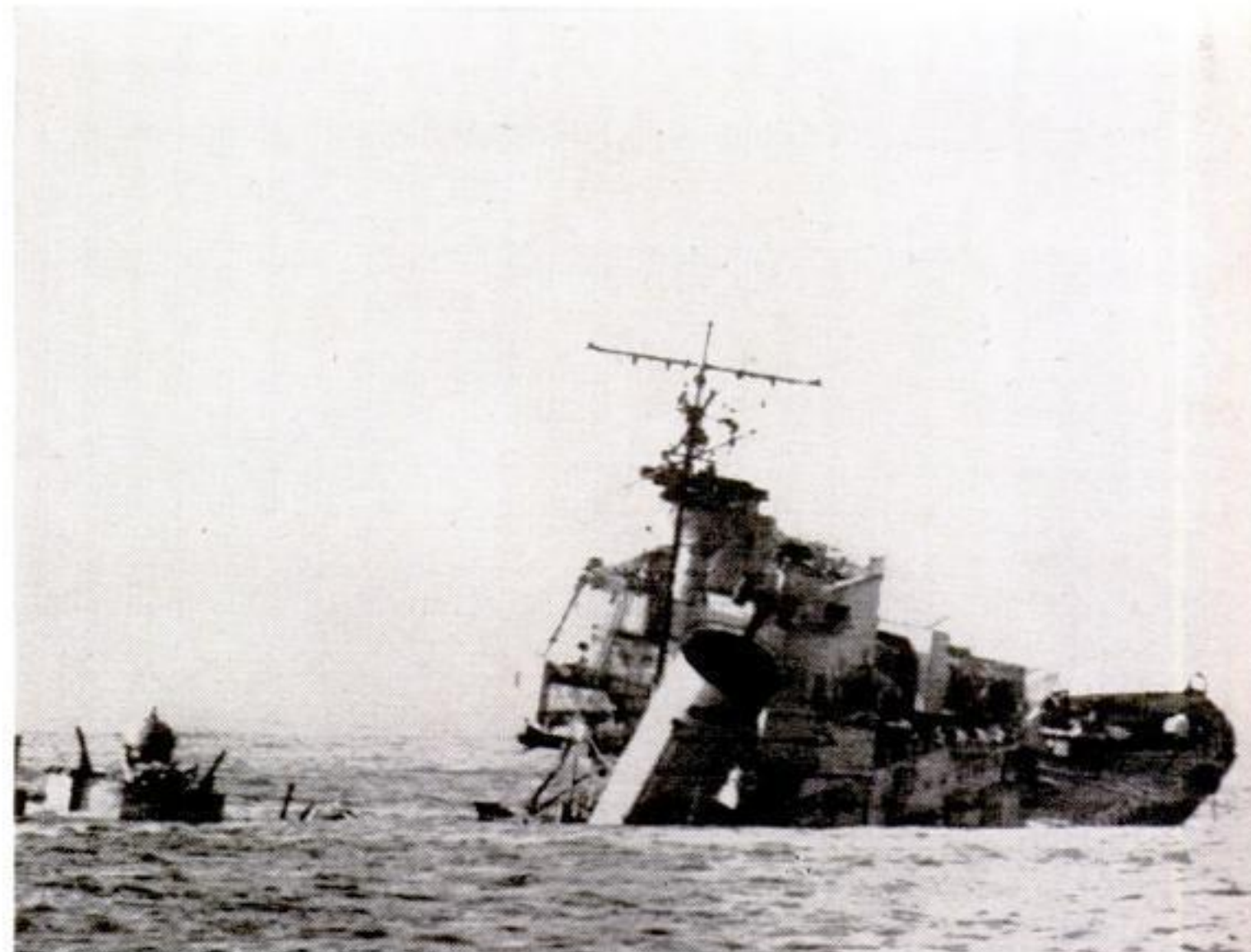
Japan's "Terukuni Maru," one of that nation's crack liners, struck a mine Nov. 21 within sight of the British coast, sank in 45 minutes. All 206 of its passengers and crew were saved.



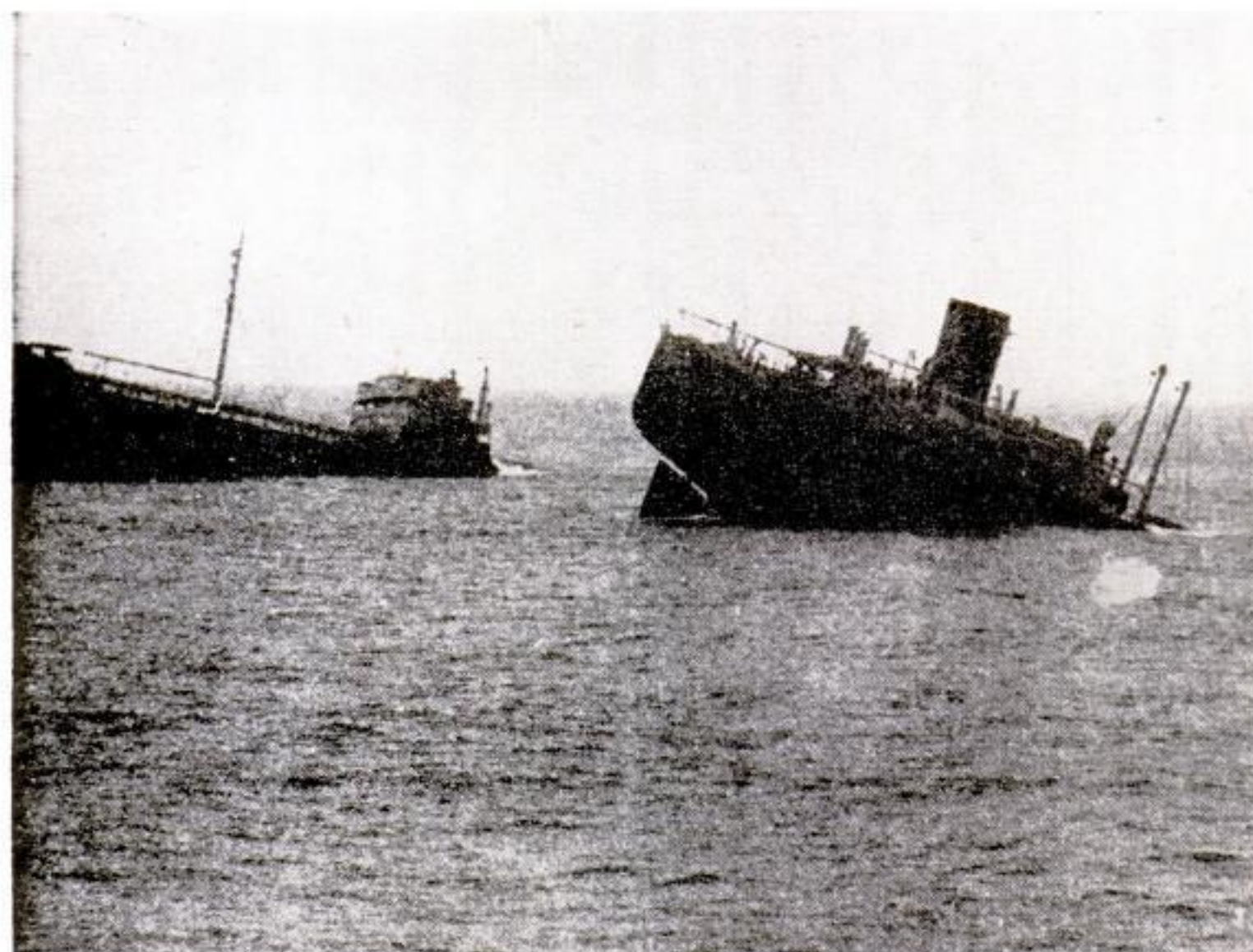
Denmark's "Canada," an 11,108-ton liner, hit a mine off the British coast Nov. 4, sank while being towed to port. Four other ships have reportedly wrecked themselves on its wreckage.



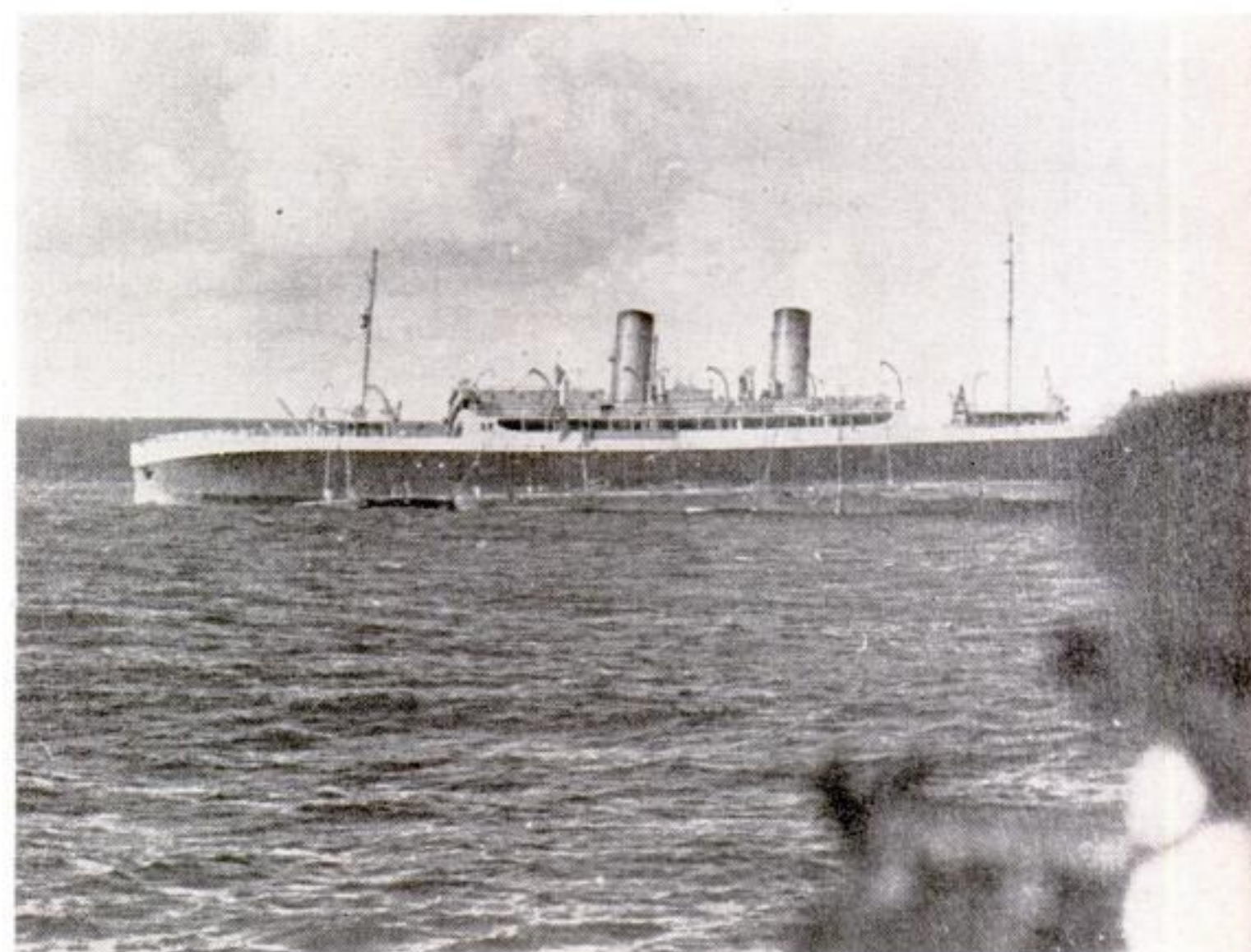
Holland's "Simon Bolivar," bound for Dutch Guiana with many German refugees, struck two mines 16 miles off Harwich, England on Nov. 18. Eighty-five passengers and crew perished.



Britain's "Gipsy," a 3-year-old, \$1,500,000 destroyer, left its course Nov. 21 to rescue three German aviators in a boat, struck a mine near shore and foundered with loss of 29 lives.



France's "Emile Miguet," a 14,115-ton tanker, was torpedoed on Oct. 13 about 200 miles southwest of Ireland, broke in two. All but one of its crew were saved by an American freighter.



France's "Bretagne," a 10,108-ton liner with 125 passengers, was torpedoed without warning Oct. 14 off Plymouth. A British destroyer picked up survivors, left 14 dead or missing.





ONCE AN OFFICER ON THE IMPERIAL YACHT, ADMIRAL RAEDER JUNKED THE KAISER'S DREAM OF BUILDING A NAVY WHICH COULD MATCH THE MIGHT OF BRITAIN'S

**T**he scholar of the Nazi military hierarchy, Grand Admiral Erich Raeder, is holder of an honorary Ph. D. and co-author of a thick historical tome, *War at Sea 1914-18*. One of the lessons which Historian Raeder learned from the last War, in which he fought at Dogger Bank and Jutland, was that Germany could probably never hope to compete in line of battle with the mighty British Fleet. As commander

in chief of the German Navy since 1935, he built the famed "pocket battleships," planned for the war of swift, stealthy, hit-&-run sea raids, submarine attacks and mine plantings now proving so damaging to British shipping. A warm admirer of Hitler, Admiral Raeder is a member of the Privy Council and the Nazi Party. Hitler, in turn, has given him the unique title of "Grossadmiral" and a marshal's baton.

**GRAND ADMIRAL RAEDER IS  
MASTERMIND OF GERMANY'S  
HIT-RUN NAVAL STRATEGY**



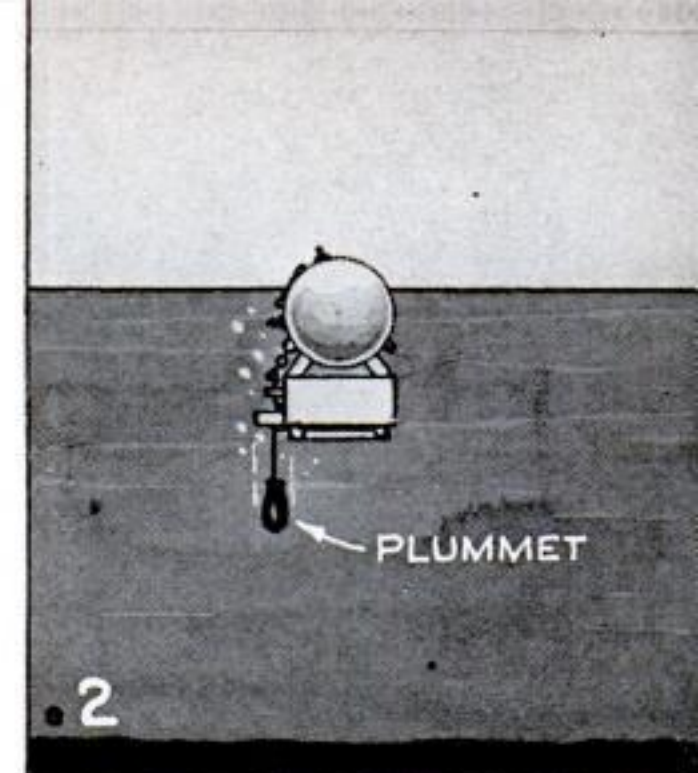
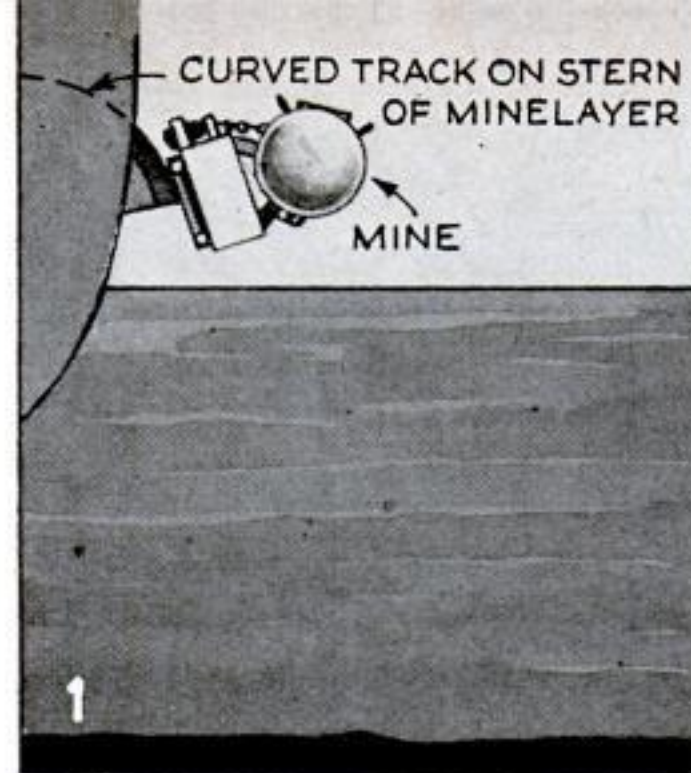
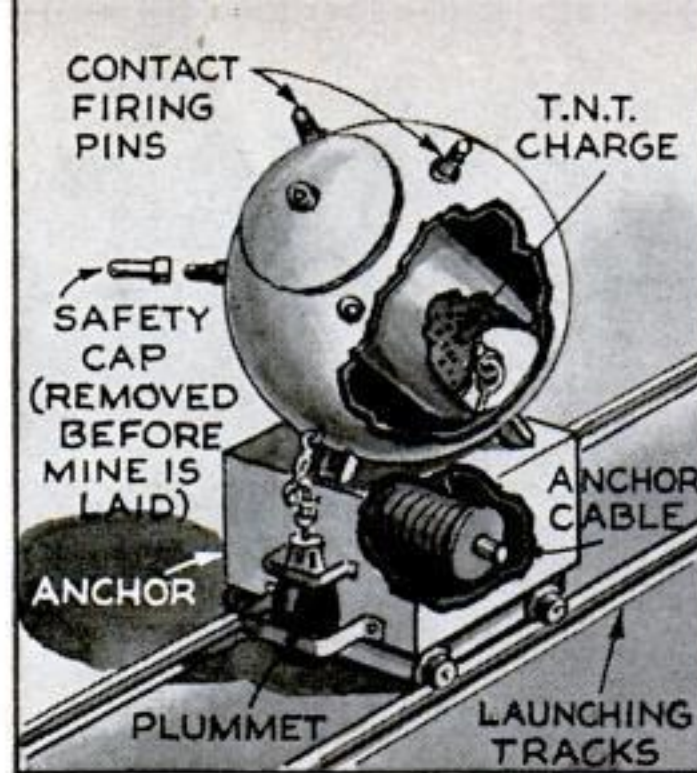
# HAVE GERMANS PERFECTED DEADLIER MINE DEVICE? EXPERTS WAIT FOR PROOF

"I looked around," said an unnamed resident of England's Essex coast last week, "and was amazed to see triple-engined flying boat less than 100 ft. above the water and not a quarter-mile from shore. The machine passed in front of me and by the dim light in her cabin I could see the figures of men moving about. Then in the moonlight I saw something drop from the machine and splash into the water."

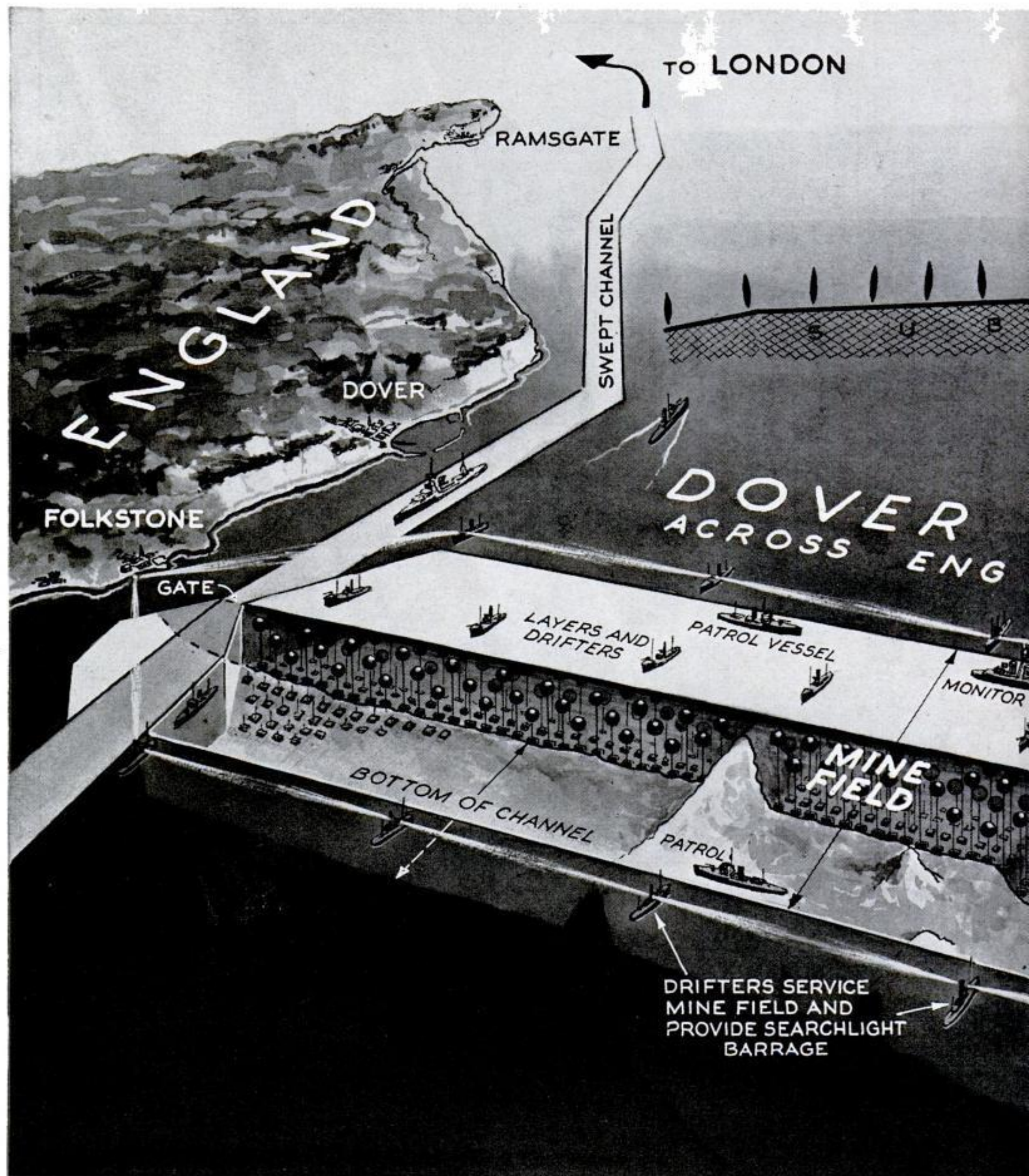
Such was the first, implausible eye-witness report of something new in warfare: the dropping of mines from airplanes. Britain was agog with talk of it. Some purported witnesses said that the mines were dropped by parachutes which seemed to dissolve as they hit the water and the mines sank. Others said the planes were dropping floating "bubble" mines. Mines have been dropped from planes experimentally. But experts point out that the weight of mines makes it impossible for a plane to carry enough of them to do much harm. The chief value of using planes would be psychological, to confuse and demoralize enemy shippers. On Nov. 24 the British Admiralty solemnly confirmed the plane report. Furthermore, they announced that on Nov. 23 mines planted by German planes and submarines in the Thames estuary had forced the temporary closing of the great Port of London (see map at far right).

Other scare story of the week was the report that the Germans were using "magnetic mines." Credulous hearers assumed this to mean a mine which would lie on the bottom, safe from sweepers, until a steel ship passed over it, when it would pop up by magnetic force and explode against the ship's side. Experts unanimously pooh-poohed this idea. The well-known "magnetic mine," they explained, does not pop up. It is planted on the bottom and is detonated by a magnetic disturbance set up by a passing ship's hull. But since water is a poor conductor, such mines are useful only in very shallow waters. Americans during the World War developed a device, shown at left in drawing below, to extend a mine's range by means of antennae which when touched by a ship create an electrical current which detonates the mine.

The possibility remained that the Germans had perfected some new and deadlier mine device. But until a sample should be produced and analyzed, informed observers proceeded on the assumption that the mines creating havoc in the North Sea were of known varieties. Common use of mines, and defenses against them, are shown in drawings on these pages.



COMMON CONTACT MINE IS LAUNCHED FROM TRACKS IN SHIP'S STERN. DEPTH FROM SURFACE IS REGULATED BY PLUMMET



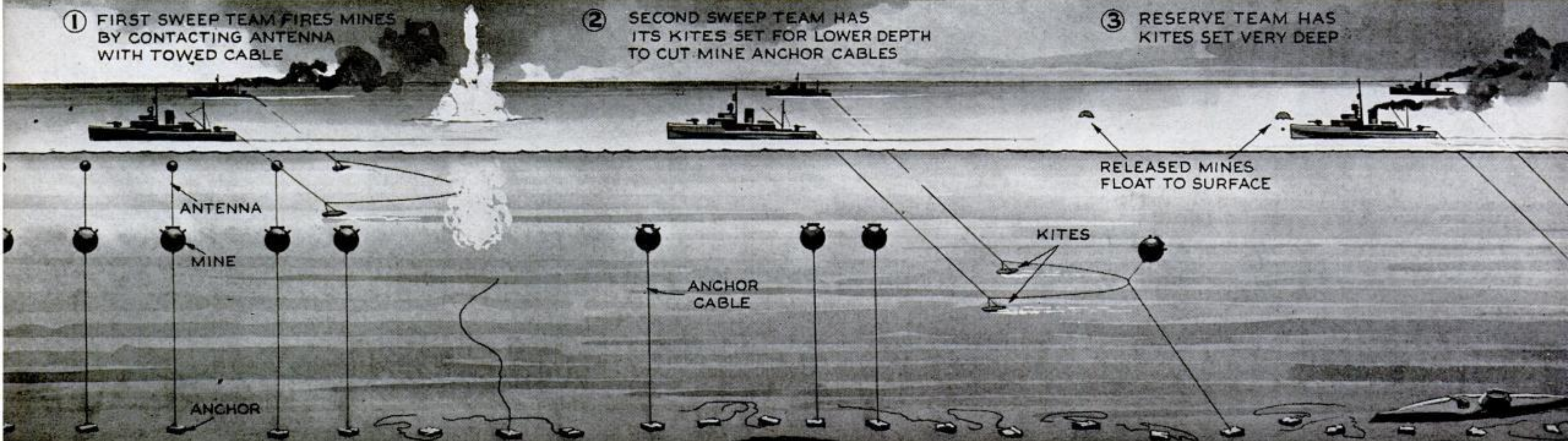
THIS IS A CROSS-SECTION OF SUBMARINE-CATCHING MINE BARRAGE WHICH BRITISH LAID ACROSS IN LAST WAR

SHALLOW-DRAFT SWEEPERS AND TRAWLERS ARE USUALLY USED FOR CLEARING MINES. SHIPS WORK IN PAIRS DRAWING CABLE HELD AT DESIRED DEPTH BY WATER KITES.

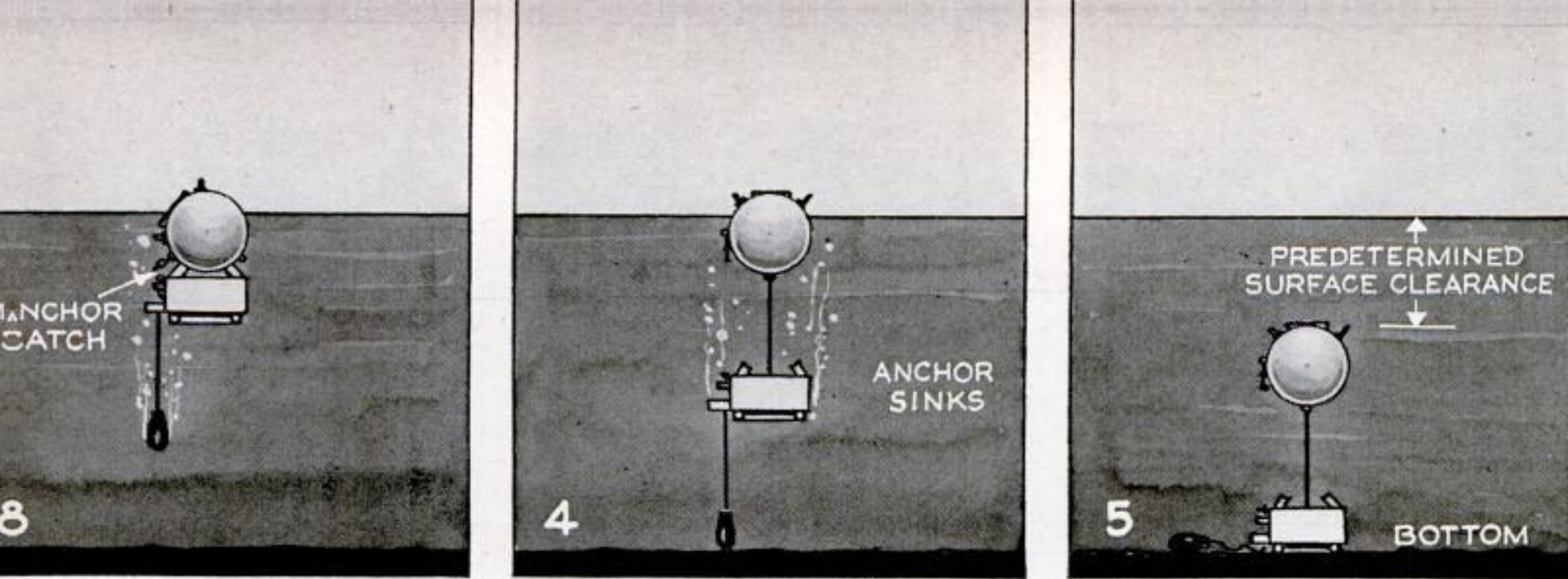
① FIRST SWEEP TEAM FIRES MINES BY CONTACTING ANTENNA WITH TOWED CABLE

② SECOND SWEEP TEAM HAS ITS KITES SET FOR LOWER DEPTH TO CUT MINE ANCHOR CABLES

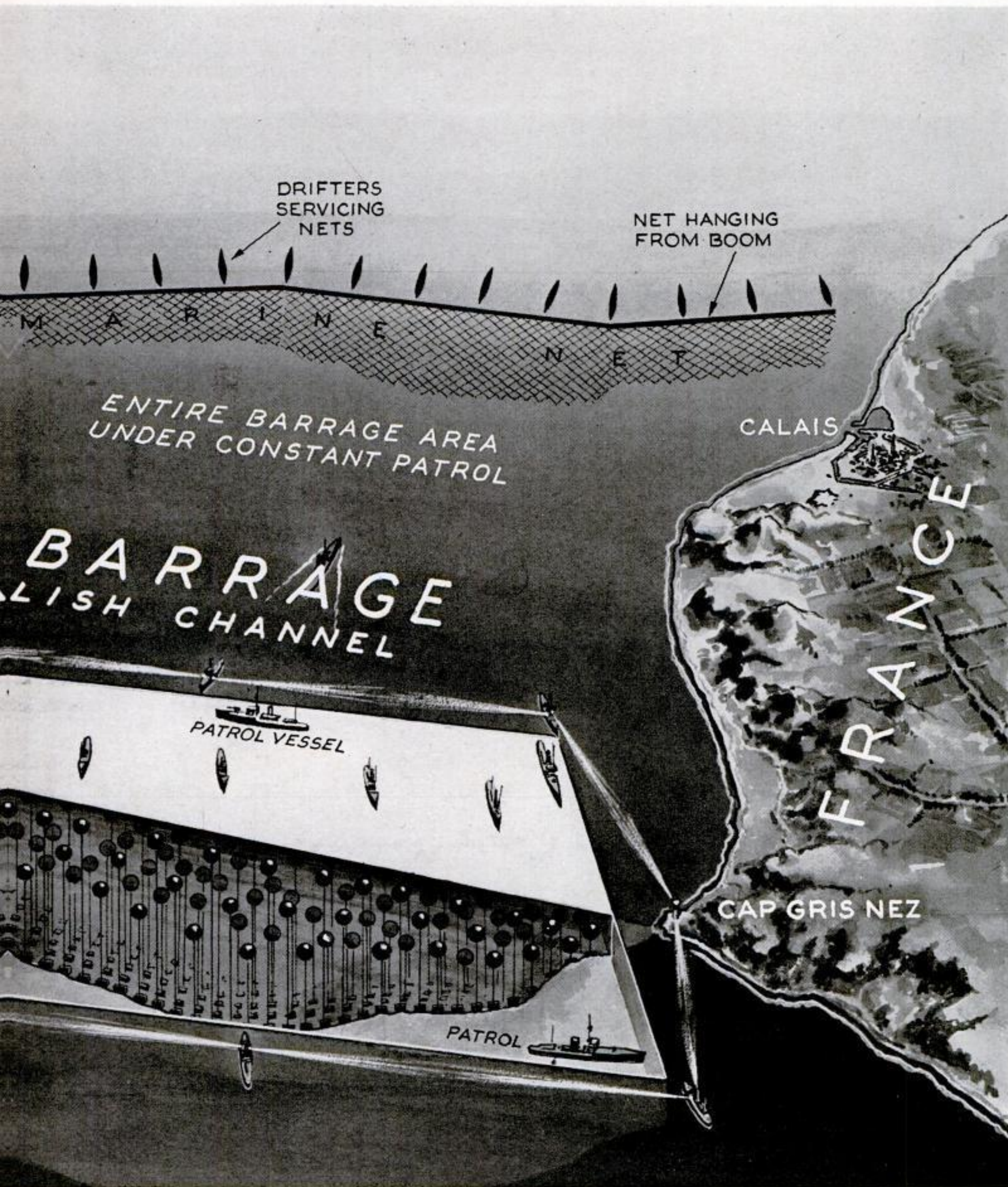
③ RESERVE TEAM HAS KITES SET VERY DEEP





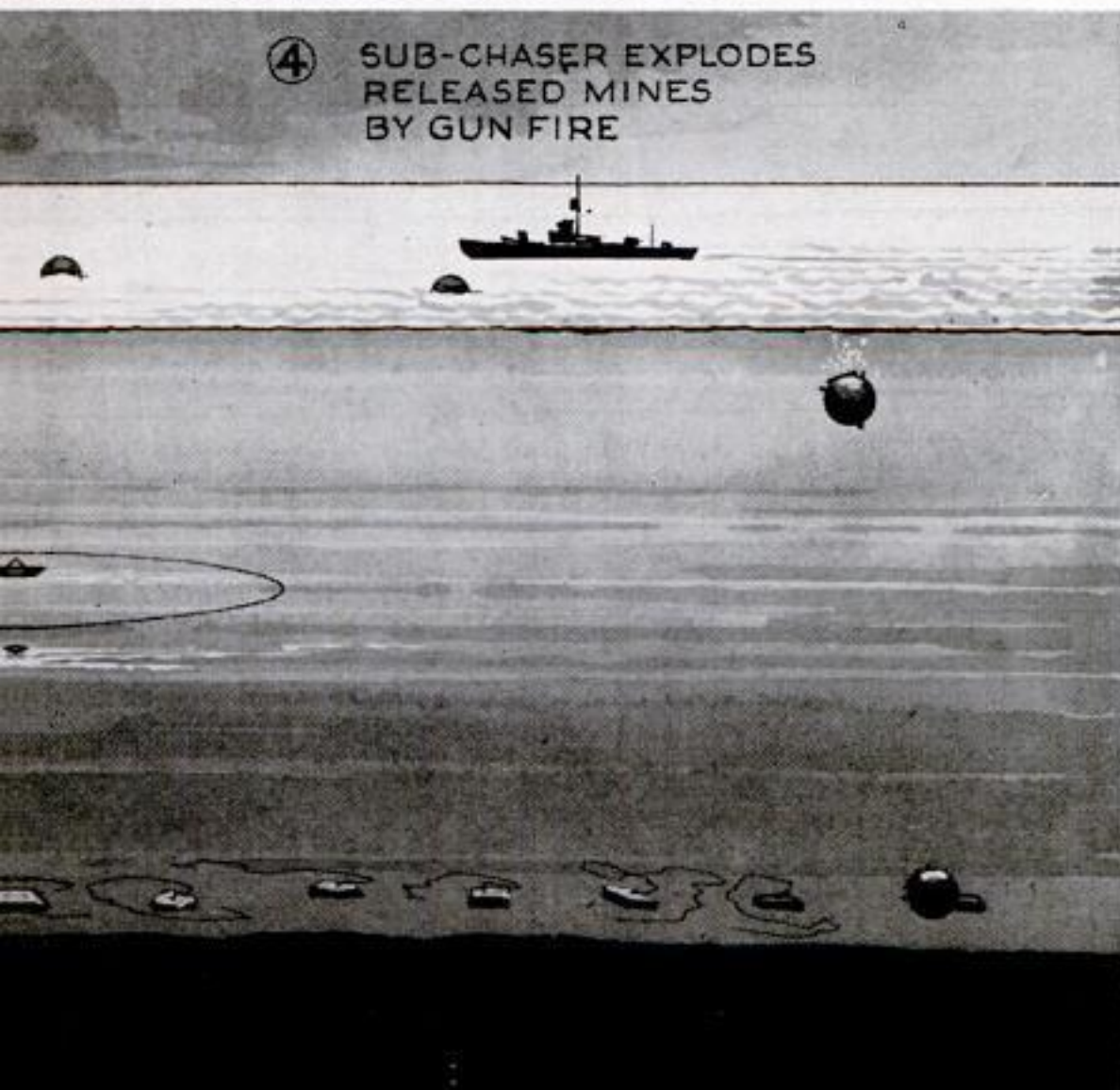


WHICH ON STRIKING BOTTOM LOCKS CABLE BETWEEN MINE AND ANCHOR. ANCHOR THEN DRAGS MINE TO DESIRED DEPTH

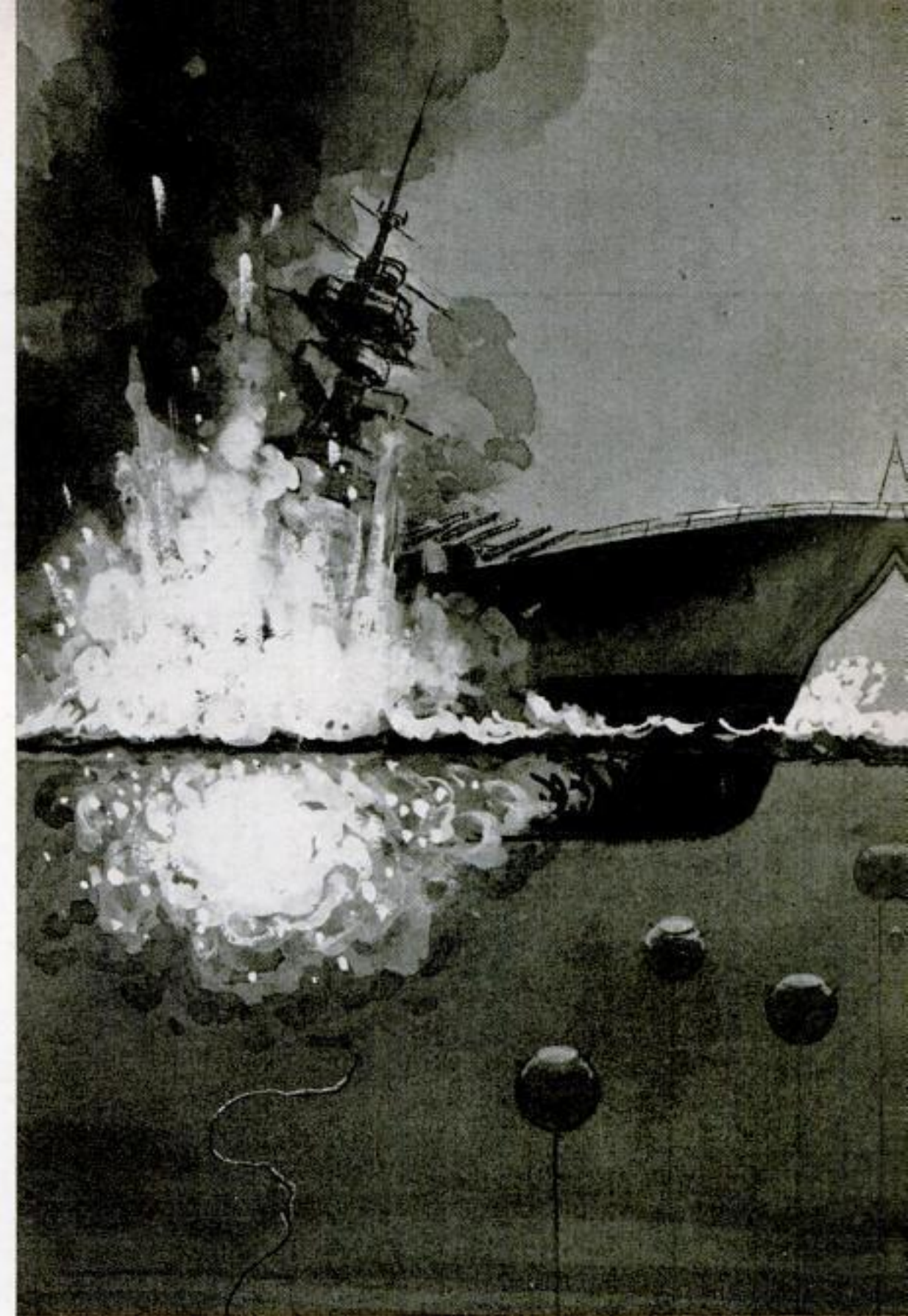
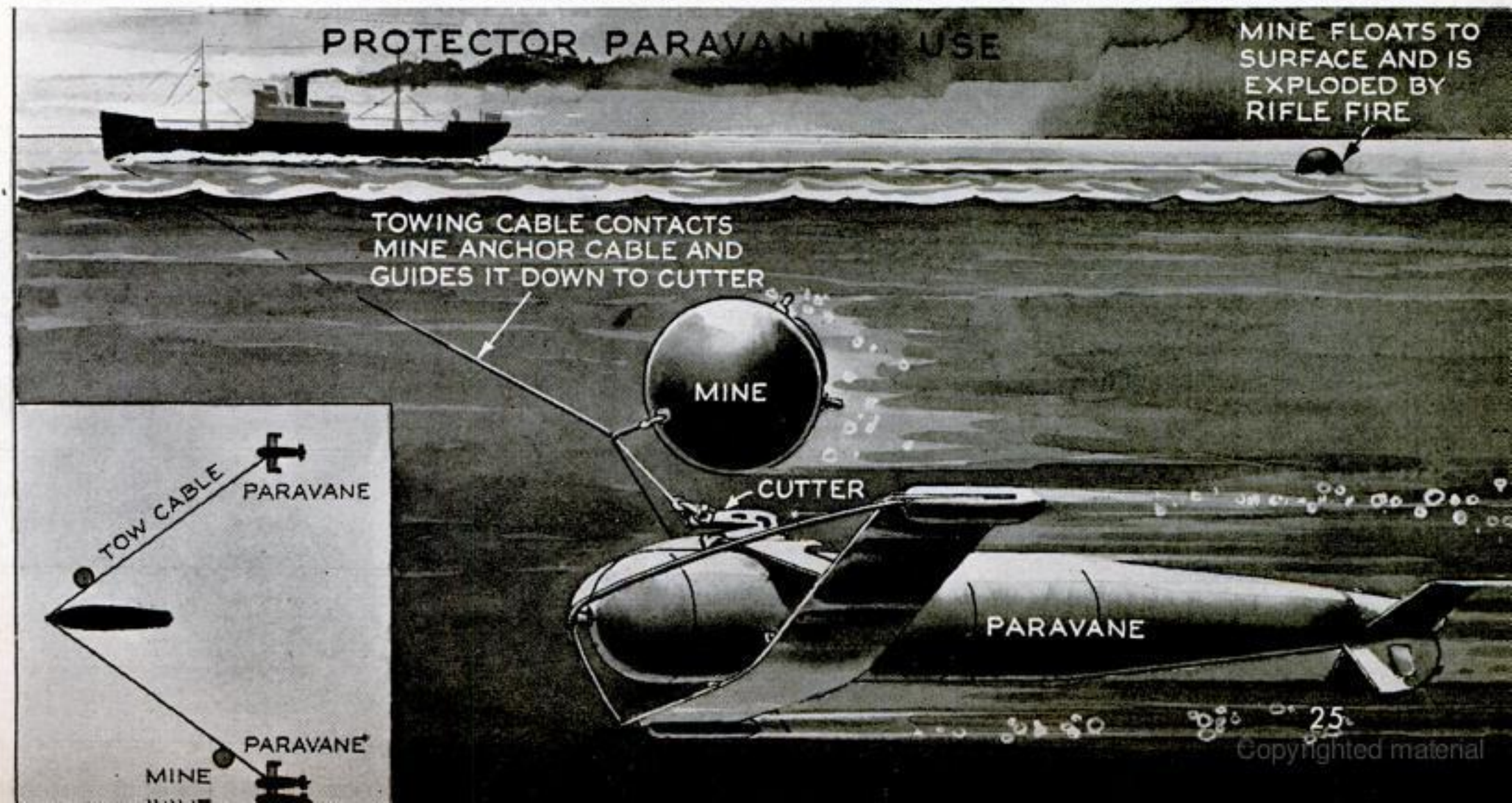


AND ARE NOW REPLACING. GERMANS HAVE RAISED HAVOC BY LAYING MINES SECRETLY IN SHIP CHANNEL AT LEFT

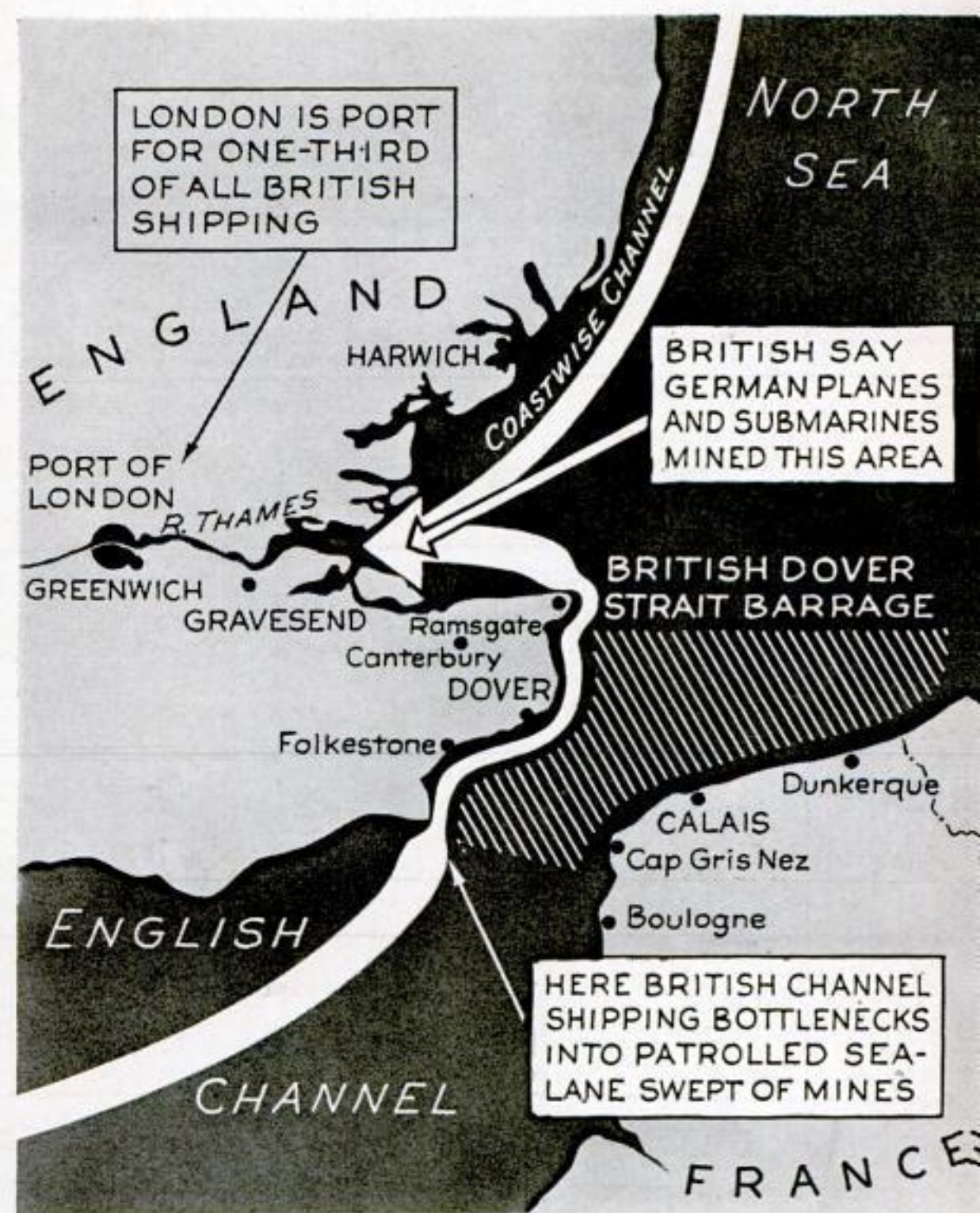
SWEEPING IS DANGEROUS BECAUSE MINES OFTEN WRECK THE SHIPS



INDIVIDUAL SHIP MAY PROTECT ITSELF AGAINST MINES BY DRAGGING PAIR OF SPECIAL KITES CALLED PARAVANES



MINE EXPLODES WHEN SHIP STRIKES A DETONATING SNOUT



MAP SHOWS COASTWISE CHANNEL WHERE GERMANS LAY MINES



# LIFE ON THE NEWSFRONTS OF THE WORLD

## Europe gets back to "business as usual"; the law catches up with Willie Bioff

"They lift the hand to strike, they wing the instrument of death, but a mysterious power averts the stroke or blunts the edge, or deadens the blow. Are they in earnest, or are they playing at war, or dreaming that they strike, and still strike not? It sounds more like a dangerous game than a sad reality."

These words appeared in the *New York Times* last week but it was not the *Times* speaking of this war. It was the *London Times* of April 27, 1861, commenting on the first weeks of the American Civil War. The lull of that time, as the *New York Times* pointed out, was a prelude to Bull Run, Antietam, Gettysburg and many another bloody battle.

In this war the lull was twelve weeks old. There was plenty of action at sea (see p. 21) but on land the great German attack did not materialize (see col. 2) and with winter coming on, it looked as if there would be no attack before spring. Paris talked of a Christmas truce, with maybe a week's respite from creeping around in the dark. Behind the fronts, the nations are digging in economically for a long war. Germany has its people on a diet which is unappetizing and none too nourishing but which does not depend on any substantial food imports. The Allies are restoring "business as usual," with private telephone service for businessmen resumed between Paris and London, mails proceeding on time and private shares gaining on the stock exchanges. The warring nations are piling up debt at a terrific rate but by putting their unemployed under arms they have got their economies running full blast. Some pessimists felt that this state of affairs might go on for years, lending support to Mussolini's view that "war is the normal state of the people."

**Hitler's Ex-Friends.** Two sadder but wiser men who once thought they could control Adolf Hitler turned up in the week's headlines. One was Fritz Thyssen, formerly the rich and powerful boss of the German steel trust. Thyssen it was who persuaded German Big Business to support Hitler as a bulwark against communism. For a while the world press even entertained the fancy that Hitler was a tool of Thyssen. Last week it was reported that Germany had confiscated all Herr Thyssen's properties because he refused to return from exile in Switzerland. Germany said the report was untrue. At Locarno, Thyssen explained that he had fled because he had opposed the war and that he did not return because he valued his life.



THYSSEN

Hitler's other past friend and present archenemy is Otto Strasser, now in Paris. Strasser was one of the Nazi inner circle in the early days, and stayed with the Party until 1934 when his brother Gregor was "liquidated" in the Blood Purge. Now he heads an anti-Nazi Black Front and fancies himself leader of the "Fourth Reich." Last week Heinrich Himmler, Gestapo chief, accused Strasser and the British Secret Service of jointly plotting the bomb attempt on Hitler's life at Munich (see p. 30). The bomb was actually placed, Himmler said, by one Georg Elser, a German, but Paris reports said that Elser had been in a concentration camp at the time of the bombing and had been released afterwards merely to be rearrested on the bomb charge. All this fitted in



STRASSER

**Why No Attack?** French General Headquarters said the German Army High Command had ordered an attack on Nov. 12-14 on the whole Western front, including a frontal assault on the Maginot Line and flanking thrusts through The Netherlands and Switzerland. At the last minute the orders had been revoked. *Paris-Soir* said that the plan was spoiled by disagreement among Hitler's advisers. Von Ribbentrop wanted to attack the Maginot Line, Commander in Chief von Brauchitsch wanted to attack through The Netherlands, Göring wanted to sit tight, and Hitler couldn't decide. From Amsterdam, the *New York Herald Tribune's* Nazi-exiled correspondent, Beach Conger, reported that General von Brauchitsch was sulking in his camp and had offered his resignation.

**End of Smiling.** China's Generalissimo Chiang Kai-shek was grinning when this picture was taken last month because his armies had just defeated the Japanese at Changsha. Last week, General Chiang was grinning no longer. The Japanese had landed an army in the southwest corner of China, pushed rapidly inland and entered Nanning. This put them within striking distance of Chiang's lifeline to the south, the road from Chungking, the Chinese capital, through Yunnan to Burma. If this road is cut, China will have no source of foreign supply except Russia, and the continued existence of a Chinese government may well depend on Chiang's bowing to the dictates of Stalin. Last week, it was just another worry to Chiang when his Government gave him another title, that of Premier, previously held by his brother-in-law, H. H. Kung.



CHIANG



HANES

finance defense by loans, the President pointed out, means burdening future generations. To put it on a pay-as-you-go basis means new taxes.

with the British suspicion that the Nazis planted the bomb to stir up more German hate of England, that they will now convict Elser and make Strasser out a German Trotsky. In Paris, Otto Strasser, whose own lust for power is truly Hitlerian, boasted that "one day Hitler will disappear and then it will probably be our work."

Presidential Secretary Steve Early let it be known that Mr. Roosevelt is now for economy. This was evident last fortnight when Undersecretary of the Treasury John W. Hanes cracked back at a more-spending, more-taxing speech of Marriner Eccles, chairman of the Federal Reserve Board. "I don't think," said Mr. Hanes, "that Mr. Eccles spoke for the Administration. I doubt seriously if he spoke for Congress. I am certain he didn't speak for the Treasury."



BIOFF

**Labor on the Spot.** It was a bad week for Labor. On Sunday, Assistant Attorney General Thurman Arnold, chief trust-buster, gave out a list of labor practices which he deems to be "unreasonable restraint of trade." Mr. Arnold gave as examples unions preventing the use of new and cheaper materials or new processes and

forcing the hiring of unnecessary workers. Mr. Arnold, author of the jeering *Folklore of Capitalism*, is anything but reactionary.

On Thursday, the President's noisy son Elliott belabored John L. Lewis for failing to unite Labor. "Unless some semblance of peace is restored," warned Elliott, "Labor is in for a frightful beating."

On Friday, Los Angeles police took in tow an unsavory character named Willie Bioff, head negotiator for the International Alliance of Theatrical Stage Employees (Stagehands' Union). Mr. Bioff controls stagehands, grips, projectionists and the like not only in Hollywood but in theaters all over the U. S. Last summer Bioff's union tried to move in on the Screen Actors Guild and Equity, but was rebuffed. In Hollywood Bioff once accepted a \$100,000 loan from a movie producer, leading to the suspicion that someone had tried to buy off Bioff. If so, it seemed that the attempt failed. Last week Bioff was threatening a strike throughout the motion-picture industry for a 10% pay increase for 23,000 studio technicians, when his past caught up with him. Columnist Westbrook Pegler dug up the fact that in 1922, in Chicago, Bioff was charged with operating a house of prostitution, convicted of pandering and sentenced to six months in jail. For reasons unexplained he had served no more than 24 days. Pegler's scoop did not prevent the stagehands from winning their demands but it was quickly followed by Bioff's arrest on the old pandering charge.

### PICTURE OF THE WEEK

The object of King George's interest is the barrel of one of England's new 3.7-in. anti-aircraft guns. The King was inspecting a munitions factory, "somewhere in the Midlands," and what he saw was "the most remarkable and inspiring development in the program of rearmament." Almost up to the outbreak of war, lack of anti-aircraft guns was an official scandal in England. Even if they are now being turned out at top speed, England cannot yet have nearly enough. So far, these guns have had little chance to prove their effectiveness. Of the 85 planes which the Allies claim they have shot down, almost all have been downed by other planes. Germany, meanwhile, is building between 1,500 and 1,800 planes a month.





King George looks down  
a new anti-aircraft gun





PEOPLE RAN FROM THE ROARING FLAMES ACROSS THIS NARROW FOOTBRIDGE LEADING TO SHORE (LEFT). BRIDGE CAUGHT FIRE SOON AFTER THIS PICTURE WAS TAKEN

## 100 PERISH IN FIRE THAT SWEEPS OVER VENEZUELAN OIL TOWN BUILT ON PILES

In the Venezuelan oil town of Lagunillas ("Little Lagoons"), 2,500 squatter-inhabitants lived in shanties on piles driven into the bottom of oil-laden Lake Maracaibo. At 9 p.m. on Nov. 13, when many parents were at the movies, a sheet of flame suddenly shot out from a bar where a kerosene lamp exploded.

The fire was soon hopelessly out of control. Whipped through the settlement by an off-shore wind, flames made an inferno out of the flimsy, oil-caked huts. Luckily, the surface of the lake, covered with oil scum, did not catch fire. For safety, people rushed madly

to the nearby shore across a narrow bridge (*above*). Others, like the man on the opposite page, tried swimming ashore or crowding into rescue launches. One launch caught fire and sank with all aboard. Death came to others when duckboards, which served Lagunillas as sidewalks, collapsed.

Within four hours nothing remained but floating, smoldering debris (*below*). The death toll was estimated at 100. After two days of national mourning, the Venezuelan government announced that never again would it allow the fire-trap town to be rebuilt.

THE TOWN WAS COMPLETELY GUTTED. OF ITS 1,051 HUTS, BUILT OUT OF PACKING CASES AND TIN PLATES, 1,040 WERE DESTROYED. FIFTY-ONE BARS ALSO BURNED DOWN







A lucky oil worker escapes the holocaust by swimming to shore and climbing the levee





AS HITLER SPOKE IN THE MUNICH BÜRGERBRÄU ON NOV. 8, A TIME BOMB WAS ABOUT TO EXPLODE ABOVE HIM. EIGHT WERE KILLED, 62 INJURED BY THE EXPLOSION

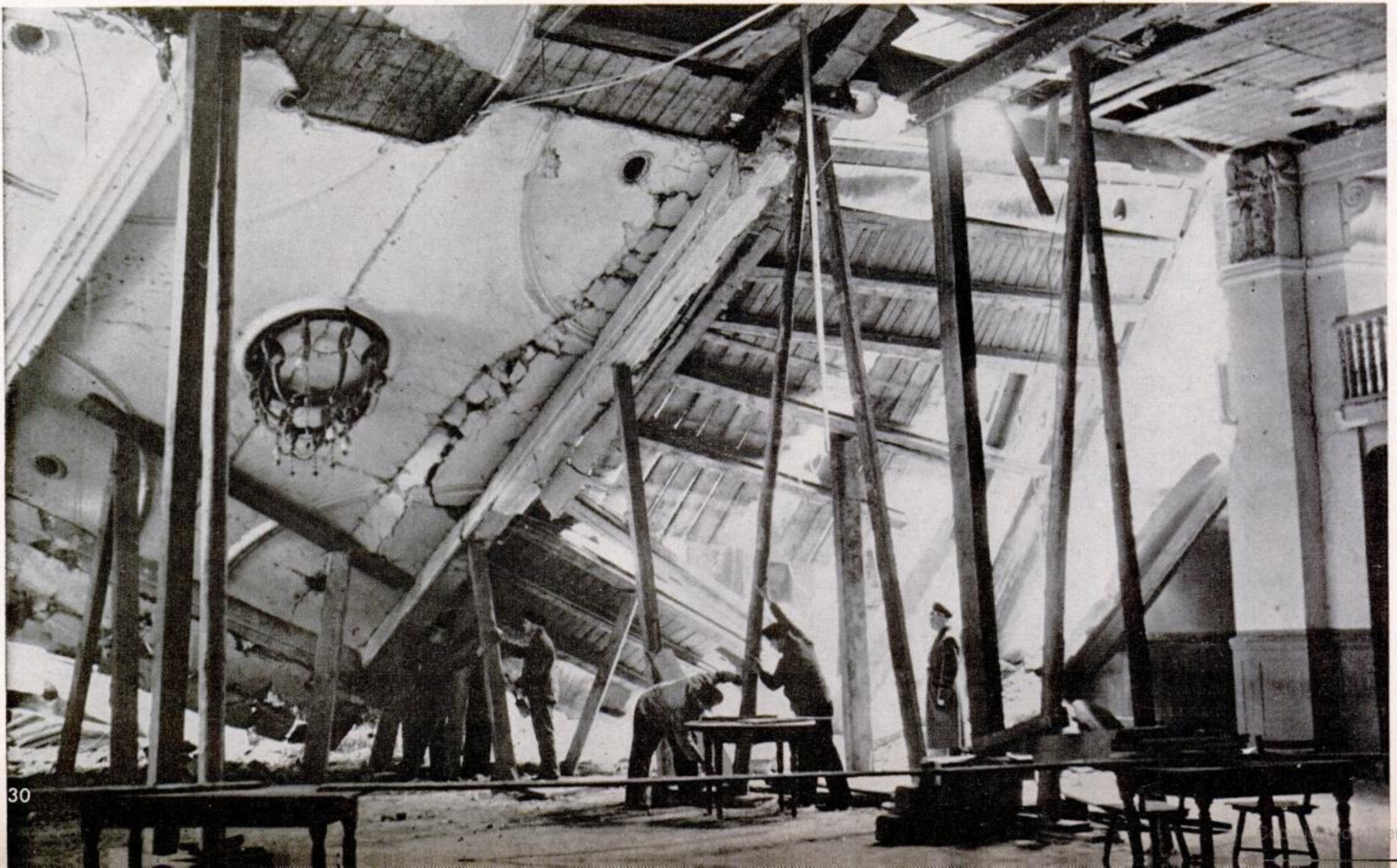
## MUNICH BEER-HALL BLAST IS PINNED ON A GERMAN

After last week, the sensational attempt to assassinate Adolf Hitler as he spoke in Munich's Bürgerbräu on Nov. 8, was still sensational. As Hitler was speaking (*above*), a time bomb was ticking away in a column in the beer hall. Few minutes after Hitler left, it exploded. The far side of the room, towards chandelier at Hitler's right, collapsed. The balcony behind Hitler caved in and would probab-

ly have squashed him to death had he been there.

According to the Gestapo, Georg Elser, a German, last week confessed to planting the time bomb. He had been aided, the Gestapo claimed, by Otto Strasser, a bitter Nazi exile, and by two British agents whom the Gestapo kidnapped at the Dutch-German border the day after the bombing. London denied that British agents had had a hand in the bombing.

WORKINGMEN IN FOREGROUND ARE STANDING NEAR THE SPOT WHERE HITLER, COVERED BY 10 FT. OF DEBRIS, WOULD HAVE BEEN IF HE HAD REMAINED AT THE MEETING







BENEATH A VAN DYCK PORTRAIT, THE TWELVE MEMBERS OF THE BRITISH WAR CABINET POSED FORTNIGHT AGO FOR THEIR FIRST FORMAL PICTURE SINCE WAR BEGAN

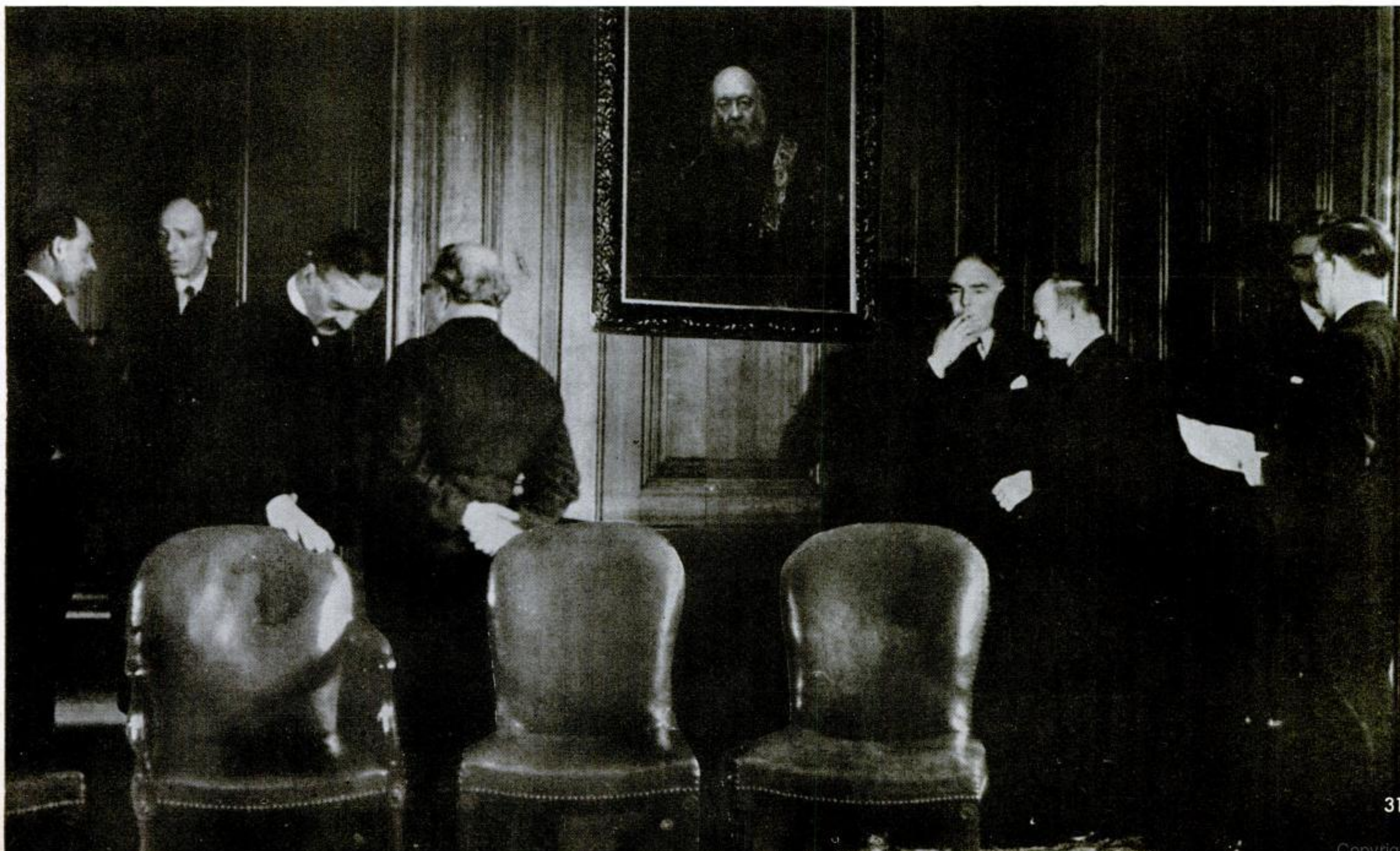
## BRITAIN'S WAR CABINET HAS ITS PICTURE TAKEN

Fortnight ago the British War Cabinet took time out from pressing the most drastic blockade of Germany in history to have its picture taken, formally (*above*), informally (*below*). It was the first official formal portrait of Chamberlain's Cabinet.

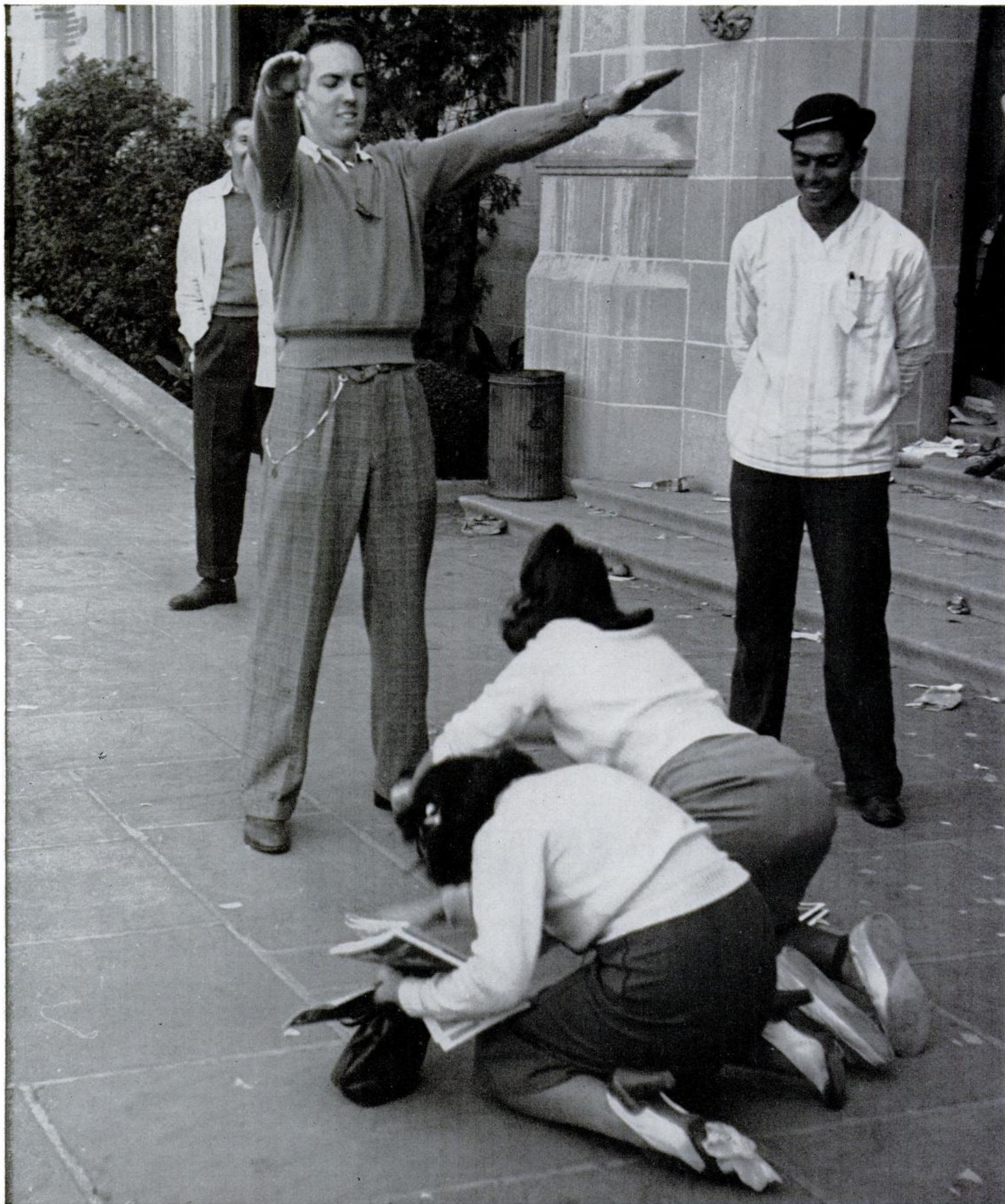
Seated formally in front row are (*left to right*) Secretary of State for Foreign Affairs Lord Halifax, Chancellor of the Exchequer Sir John Simon, Prime Mini-

ster Neville Chamberlain, Lord Privy Seal Sir Samuel Hoare, Coordinator of Defence Lord Chatfield. In back row: Home Secretary Sir John Anderson, Minister without Portfolio Lord Hankey, War Secretary Leslie Hore-Belisha, First Lord of the Admiralty Winston Churchill, Secretary for Air Sir Kingsley Wood, Secretary for the Dominions Anthony Eden and Secretary of the Cabinet Sir Edward Bridges.

THE CABINET CHATS INFORMALLY: ANDERSON AND LORD HALIFAX (LEFT), CHAMBERLAIN AND WOOD (CENTER), HORE-BELISHA AND LORD HANKEY (RIGHT)







U. C. L. A. JUNIOR BILL GULDNER REQUIRES TWO CO-EDS SELLING "GOAL POST," CAMPUS REVIEW, TO GROVEL BEFORE HIM IN RETURN FOR HIS PATRONAGE

## U.C.L.A. CAPERS DURING ALUMNI HOMECOMING WEEK

Fifteen thousand sons and daughters of the University of California at Los Angeles roared back to their campus between Oct. 29 and Nov. 4 to celebrate "Homecoming Week." Unlike eastern colleges which coolly greet returning alumni for a few hours at midwinter reunions, U. C. L. A. annually stages a

larky carnival with dances, floats, freshman-sophomore brawl, a beauty queen, fireworks and a football game (U. C. L. A. 20-Cal. 7). During "Pajamarino," all men had to wear pajama tops. On Sophomore Day, freshmen—even pretty ones like Marjorie Henshaw (*see cover*)—were put in their place (*above*).





PAUL V. McNUTT (ABOVE, CENTER) WATCHES "McNUTT" THROW "McNUTT." AT THE END THE REFEREE RAISED BOTH WRESTLERS' HANDS, ANNOUNCED: "THE WINNER—McNUTT!"

## OHIO DEMOCRATS STAGE A PARTY FOR PAUL McNUTT

Heading home for Thanksgiving, Indiana's "favorite son" Paul V. McNutt stopped off at Cleveland Nov. 22. During the afternoon most of Ohio's Democratic bigwigs found their way to his hotel rooms. They met again for dinner at the home of Regional SEC Administrator Dan Tyler Moore. Gag of the

evening was a wrestling match between two 250-lb. snorters, each dressed in a half-dozen suits, each suit tagged with name of a presidential aspirant. Ferociously they tore Hull, Garner and Farley in turn from each other's backs. At end they wore only trunks and on both their seats was the emblem: "McNutt."





**Knobholers** peer through canopy for a glimpse of the wedding party. The crowd was composed mostly of Italians

from North Beach where DiMaggio grew up. Joe's father, former crab fisherman, is now retired, an articulate ball fan.

## 10,000 MOB WEDDING OF JOE DI MAGGIO & DOROTHY ARNOLD

**J**oe DiMaggio has always felt at home in a crowd. He grew up in a house with eight sisters and brothers. Crises in packed ball parks invariably evoke his greatest brilliance. The Yankees' star fielder was more pleased than surprised, therefore, when 10,000 uninvited guests gave his wedding to Dorothy Arnold in San Francisco, Nov. 19, the air and excitement of a ninth-inning rally.

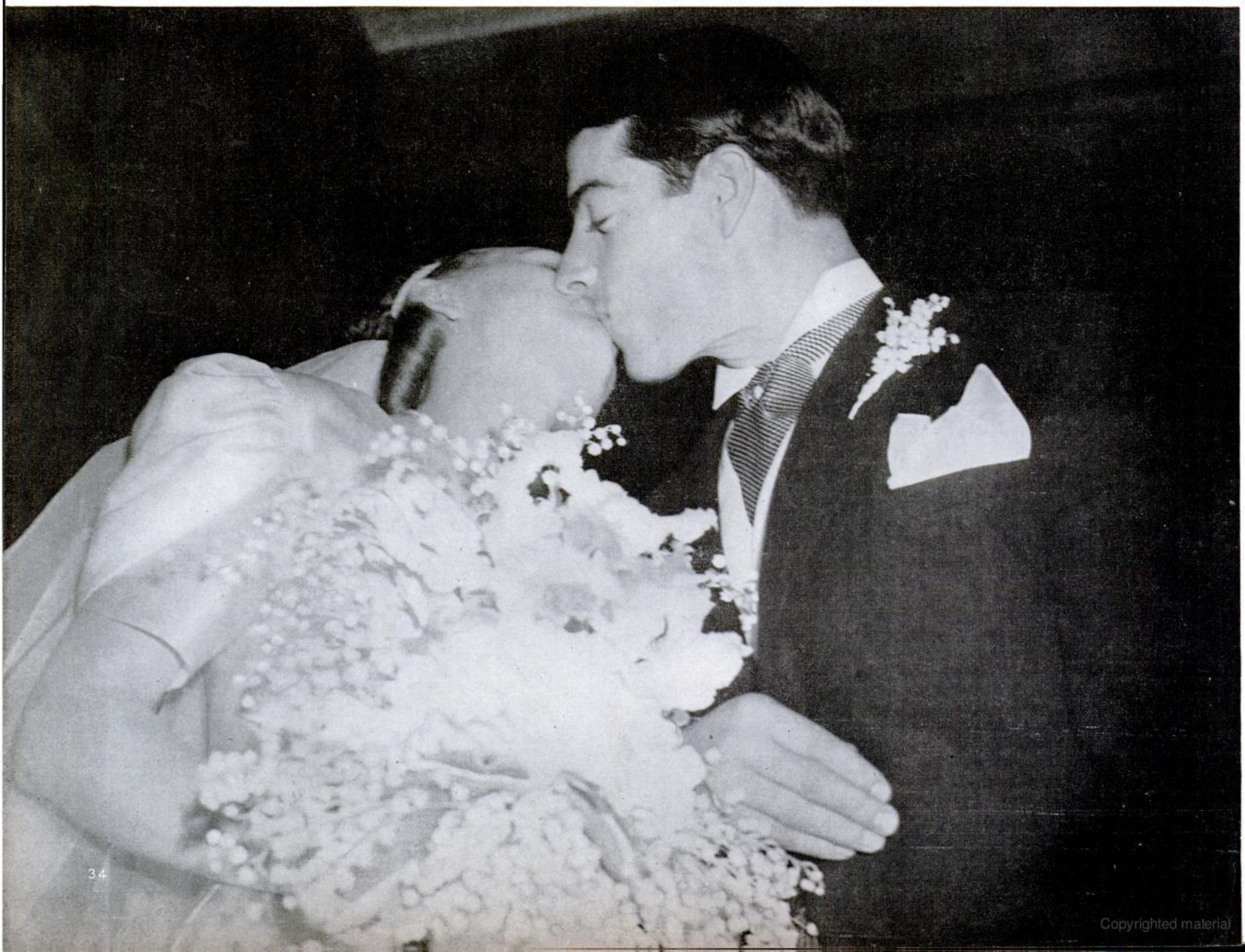
So enthusiastically did neighborhood Italo-Americans press against the doors of SS. Peter and Paul's Church, it took the wedding party (including four DiMaggio bridesmaids, one DiMaggio usher, a DiMaggio best man) 15 minutes to battle their way inside. On telephone poles, trees, balconies, DiMaggio fans clung like flies. Inside the church were Mayor Rossi and half the city's administration. Vince DiMaggio (of the Cincinnati Reds) found himself locked out and had to crash a side door. "I beseech you be calm," the officiating priest begged those in the congregation. "When the bride comes in don't jump up on your seats, don't talk, don't get excited. Remember you are in God's house."

After the ceremony, bride and groom were mobbed for ten minutes outside the church, another 15 in their car. They drove to DiMaggio's Grotto, at Fisherman's Wharf, for a noisy reception, then departed on their honeymoon.

**Dorothy and Joe** kiss after the ceremony. Daughter of a Duluth railway man, Dorothy Arnoldine Olson met her bride-

groom two years ago when she was singing in a night club. Never a big-money star, she has been featured by Universal

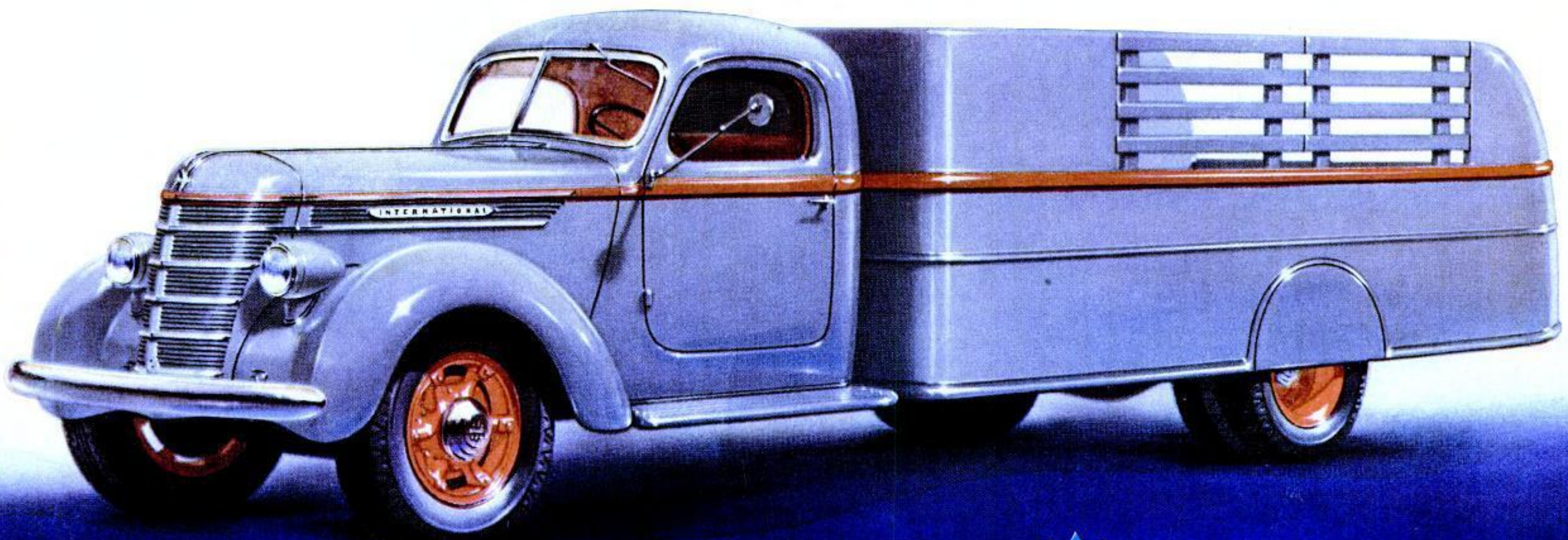
in thrillers (*The Phantom Creeps*, *The House of Fear*). A Protestant, she adopted Catholicism four days before wedding.





# OUTSTANDING *Style*

... but you get a lot more than style for your money in these 1½-ton Internationals



THIS picture of the 1½-ton Model D-30 doesn't half do justice to the truck. It gives you a good idea of the modern streamlined beauty of International Trucks, but it doesn't tell you a thing about the amazing economy of the trucks on your job. Drivers and owners can tell you about that.

It takes more than just style to deliver International performance. A new line is not just a matter of the calendar with International Harvester. Constant improvements in engineering and construction *make and keep* International Trucks the standard for the industry.

The constant aim of this company is to give you *hauling value—to make economical performance your lasting source of satisfaction*. HAULING VALUE—plus distinctive beauty of design that is recognized and admired wherever loads are hauled.

In the popular Model D-30, as in every International Truck from the sturdy ½-ton pick-ups to the powerful six-wheelers, you get *International* performance. And that's the finest thing that can be said of anything on wheels. International Trucks are rugged, *all-truck* trucks, all the way through. They're made for tough jobs and rough handling, and they're built to take it.

And throughout your years of International ownership, the network of Harvester's Company-owned truck-service organization is ready to service your truck at all times.

Talk over your hauling problems with any International dealer or Company-owned branch. Arrange for a demonstration.

INTERNATIONAL HARVESTER COMPANY  
180 North Michigan Ave. (INCORPORATED) Chicago, Illinois

Copyright 1939, by International Harvester Company, Incorporated

# INTERNATIONAL TRUCKS

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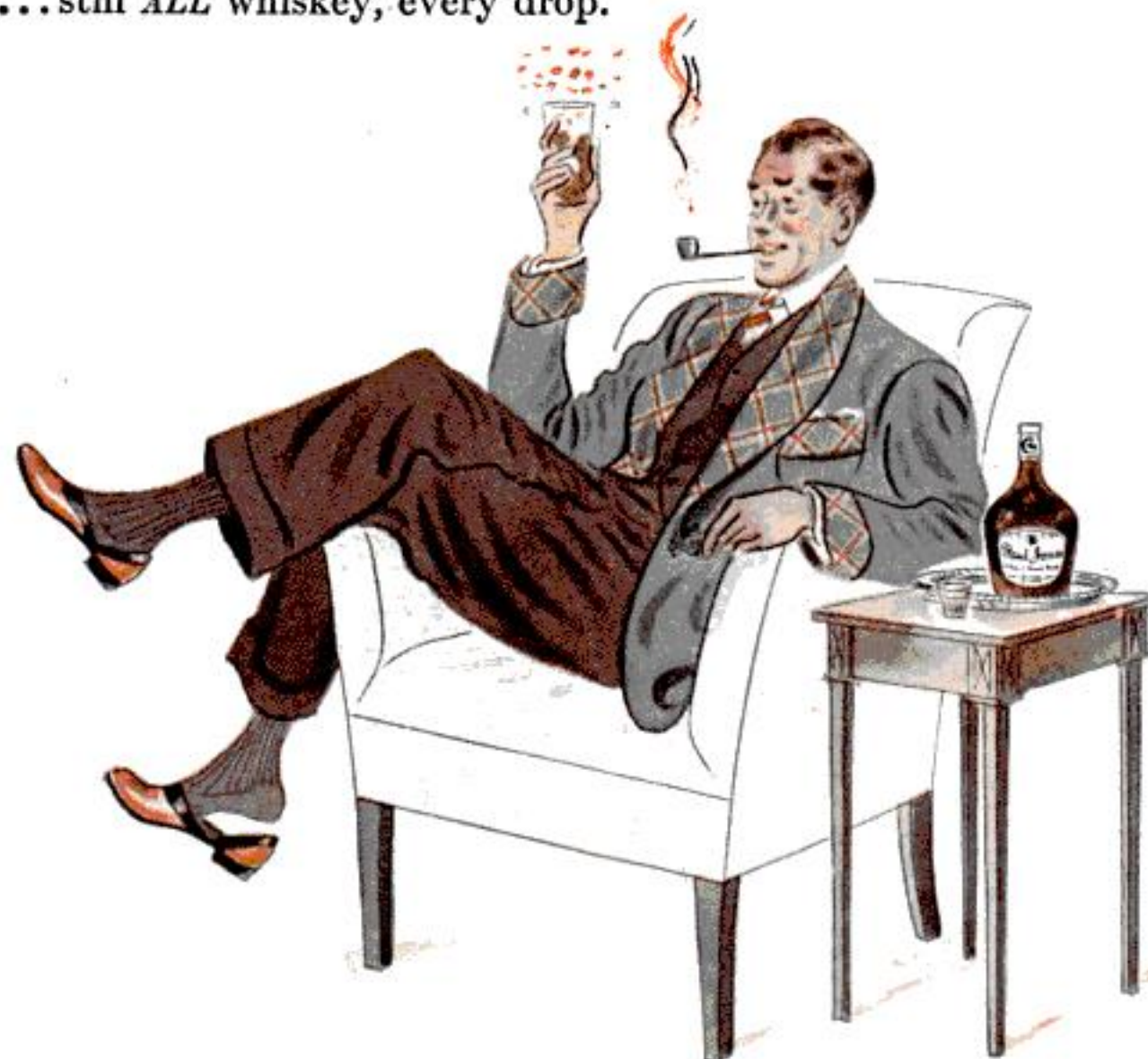
# Why it costs **Less** to be generous this year



**1.** Every year you like to be as generous as possible with your gift-giving. And this year you can *outdo* yourself—without straining the budget.

For *this* year you can give every man on your list something he'll really prize... a Christmas package of Paul Jones.

At its new greatly reduced price, Paul Jones is still exactly the same "expensive whiskey" that recently cost much more... still *DRY*... still *ALL* whiskey, every drop.



**2.** Then, too, this is the time of year when you enjoy being extra-generous in your hospitality. Naturally you insist on serving a really *fine* whiskey.

In past years that always ran into money—but this year it needn't. For *this* year you can serve "expensive" Paul Jones at its new, low price. Your guests will hail its brisk, unsweet *DRYNESS*... its tangy, *all-whiskey* goodness.

**3.** Finally, now that everybody else is taken care of—there's *you*. During the holidays you certainly ought to shower a little generosity on *yourself*. And *this* year you can easily afford to.

You can put on your new smoking jacket... light up your favorite old pipe... and settle back with a grand *DRY* drink of Paul Jones. In fact, Paul Jones is now priced so low you'll probably resolve to enjoy its famous *DRYNESS* the whole year through.

A GENTLEMAN'S WHISKEY SINCE 1865



BUY  
**Paul Jones**  
AT ITS NEW LOW PRICE  
IT'S DRY

A blend of straight whiskies—90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore

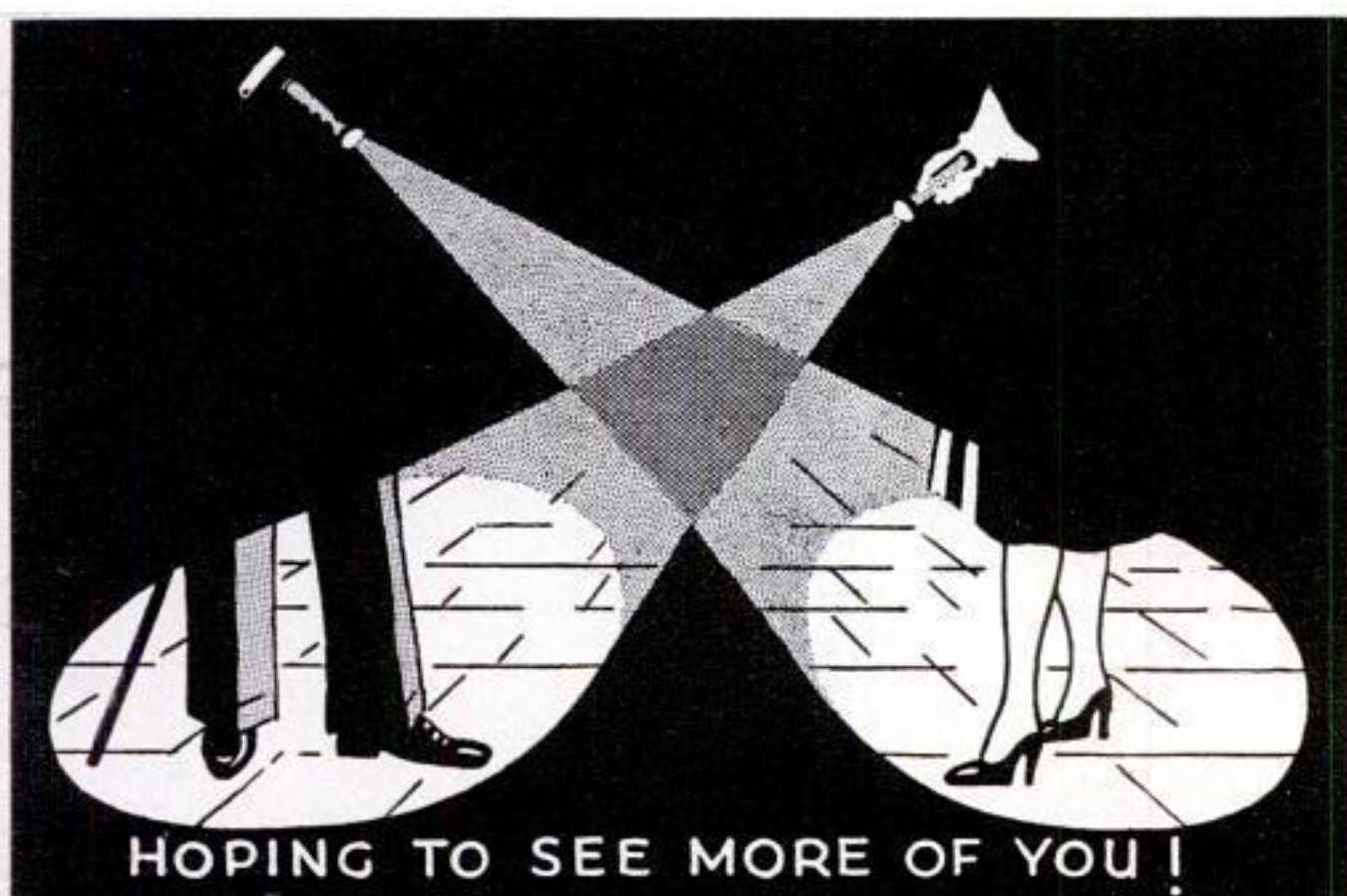


## BRITISH POSTCARDS LAUGH AT WAR

One danger of war, according to London's *Daily Express*, is that Hitler will bore the British into making peace. To fight this threat of boredom, Britishers are sending each other kidding postcards like those printed here and on the next page. They show how the nightly blackout, when every city is darkened as a precaution against air raids, can still be a laughing matter.

Already the blackout has had unexpected advantages. For greater visibility in the dark, men, women and even household pets wear white trimming on their apparel (*LIFE*, Nov. 13), which makes them look becomingly dapper. Now the blackout is making social life more adventurous. The advantages of sudden darkness in a boy-meets-girl situation are obvious.

What these comic postcards really indicate, however, is that the Britisher has the quality which above all others may help him win the long war of nerves: he can laugh at his own troubles.



WELL-DRESSED LADIES AND GENTLEMEN MEET AT NIGHT WITH FLASHLIGHTS



BLACKOUTS DO NOT INTERRUPT PARK-BENCH SPOONERS AND NIGHT STROLLERS



LADY POSTS A LETTER IN TYPICAL ENGLISH POSTBOX CALLED "PILLAR BOX"

CONTINUED ON NEXT PAGE

## Look at the Head

when choosing his Christmas Shaver

*Screened TO PICK UP THE BEARD the way it grows. Each hole is the scientifically correct size to quickly admit the beard—curved and spaced for fastest, closest shaving.*

*Thinner THAN A SPUT WHISKER. A super-thin screen of finest Swedish steel shaped to fit every contour of the face. Only two-thousandths of an inch thin.*

*New HOLLOW-GROUND CUTTER with double, razor-keen cutting edges that get whiskers coming and going. Makes over 8 million cutting actions per minute within the Sunbeam comb.*



## ONLY THE Sunbeam SHAVEMASTER

HAS THIS FAMOUS HEAD  
*Shaves Close as a Straight-edge...and Faster*

### THE NEW AC MODEL SHAVEMASTER.

A marvel of precision workmanship—and a crowning achievement of years of continuous development work in Sunbeam laboratories. Has the famous, exclusive head that shaves with quick, clean comfort and *straight-edge* closeness. Has the new Sunbeam magnetic type AC motor, with tuned and counter-balanced armatures, that reduces vibration and makes shaving a pleasure. Big enough to provide a motor with plenty of reserve power—yet trim and compact for easy, convenient handling. Only comparison by *actual test* will reveal the surpassing performance of the new Sunbeam AC Shavemaster. If you wish to use your Shavemaster only on AC current, you can enjoy Shavemaster's swift, smooth, comfort shaves for only \$7.50, with rich gift box kit.

### THE FAMOUS AC-DC SHAVEMASTER.

This is the electric shaver that has won national recognition as "tops" in quick, close, comfort shaves. The one selected by leading airlines as standard equipment on their passenger planes. It has the powerful series-wound, brush-type, Universal motor with the on-and-off switch and operates on either AC or DC current. If you have occasion to use your Shavemaster on both types of current (if, perhaps, you travel widely and get into DC areas) the AC-DC Shavemaster is the one to buy. \$15, with leather traveling case.

Try Shavemaster, either the new AC model (50 or 60 cycles) or the AC-DC model at your dealer's today. Make your Christmas gifts "tops" in appreciation—give Shavemaster. For sale wherever good electric appliances are sold.

**SHAVEMASTER OWNERS—NOTE!** If you have a Shavemaster with the original comb and cutter you can replace it with the latest improved set described at the top of this advertisement for only \$1.00. The new comb and cutter fits all model Shavemasters. (Note: You can tell whether your comb and cutter is the old or new style by counting the comb perforations. The original comb has 140 holes; the new comb has many times that number and the cutter that goes with it is hollow-ground.)

Made and guaranteed by CHICAGO FLEXIBLE SHAFT COMPANY, 5688 Roosevelt Road, Chicago, Ill. Canada factory: 321 Weston Road, South, Toronto. 51 Years Making Quality Products.

Famous for MIXMASTER, COFFEEMASTER, IRONMASTER, AUTOMATIC TOASTER, etc.



TWO MODELS TO CHOOSE FROM— BOTH WITH THE FAMOUS SUNBEAM COMB AND HOLLOW-GROUND CUTTER.



# KOINIFE by HICKOK



A NEW IDEA



He hasn't one...he'd surely like a KOINIFE ...and he'll cheer your thoughtfulness in choosing this gift ...that's so very novel!

PRACTICAL



KoiNife...the lucky pocket piece...can be worn on key chain or watch chain...has two blades of fine steel...one a cutter, the other a file.

DIFFERENT

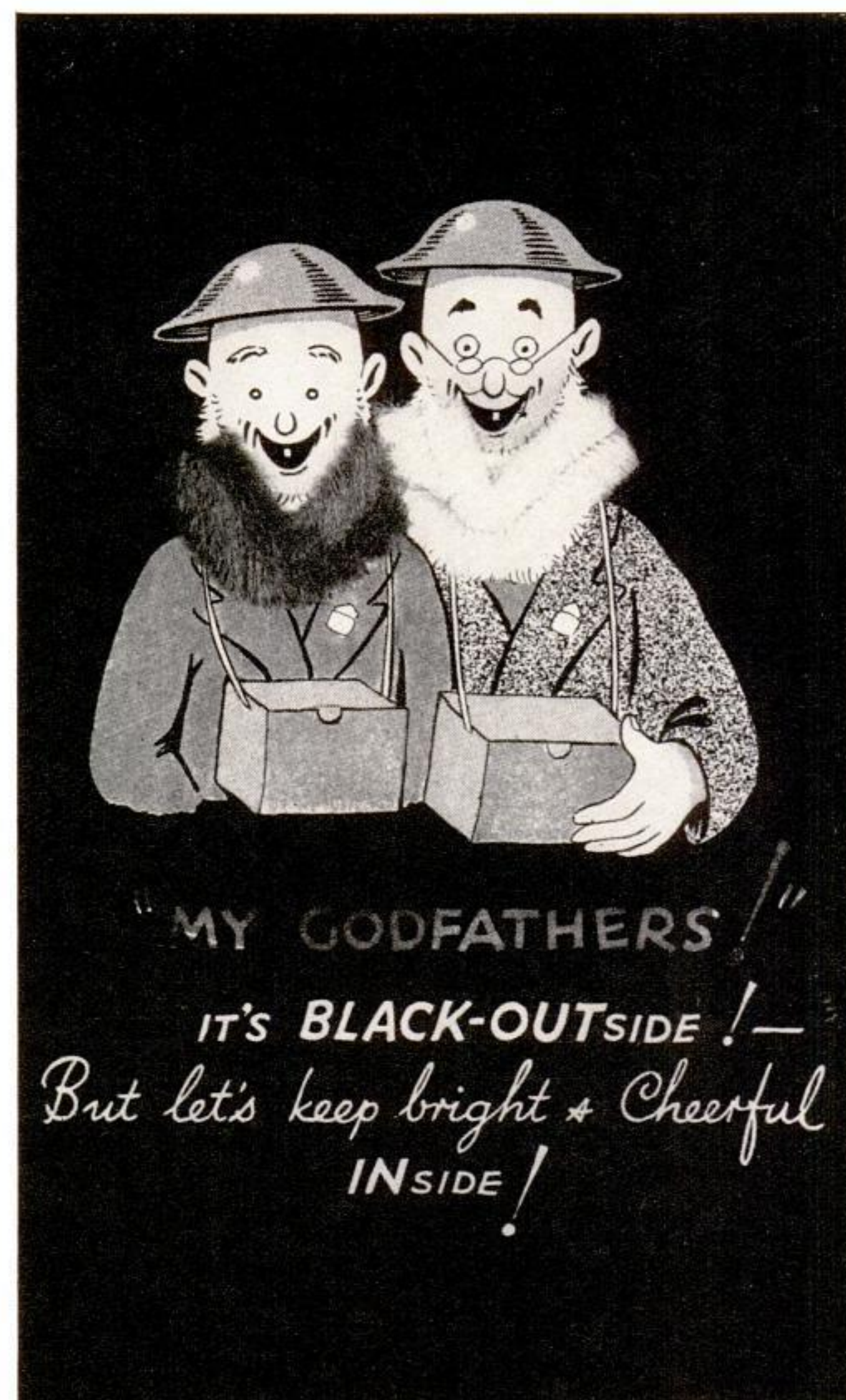


When you give a KoiNife...you'll know and he'll know...that you've chosen something distinctive and original!

The Hickok KoiNife...\$2.50 to \$50.00. Hickok Key Chains and Watch Chains...from \$1 up.

## A LUCKY POCKET PIECE

### British postcards (continued)

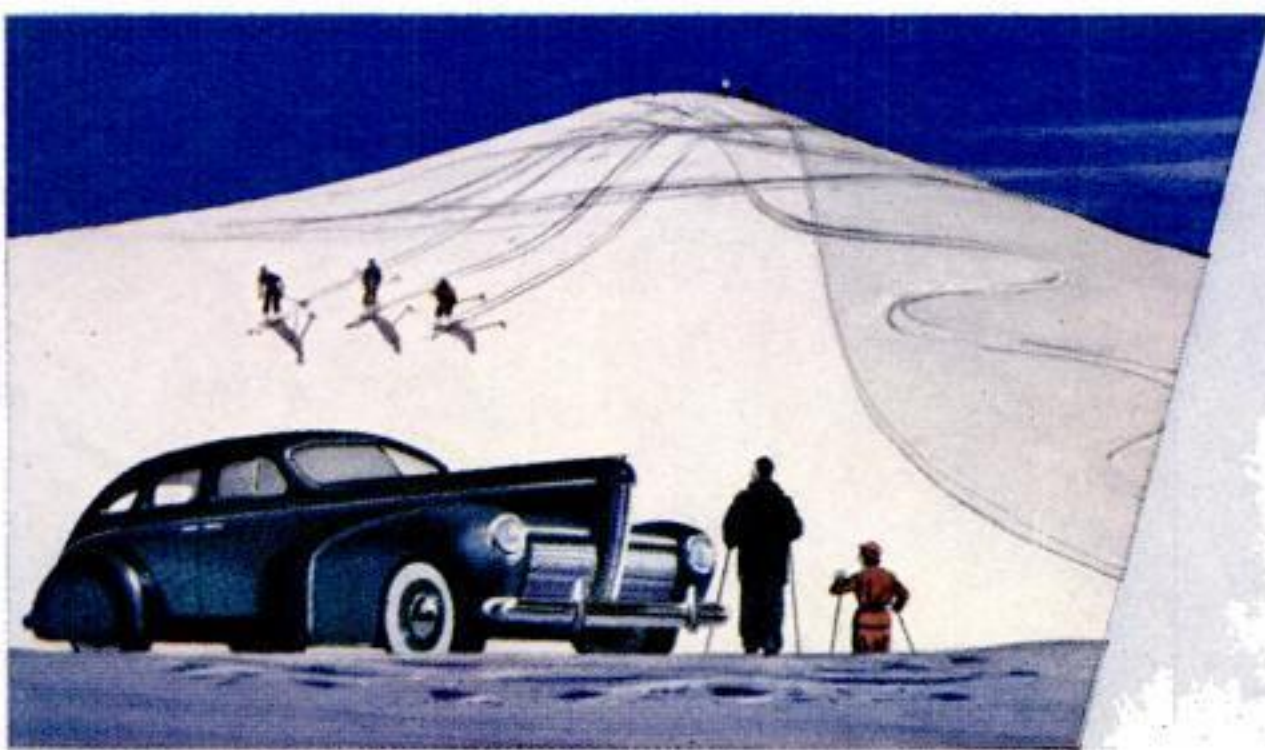


British good humor in the face of hardship is demonstrated by two bearded old fellows with boxes containing gas masks. Real fur is pasted on card to represent beards.



This Christmas card represents a new variation on the happy English family scene. The cheerful Kirbys keep the flag flying over the bomb shelter in their rock garden.





**GO WHERE THE FUN IS!** Travel in new conditioned air comfort . . . on a miraculous new Nash springing combination called "Arrow-Flight." At night, drive in the glareless safety of new Sealed Beam lights.



**THERE'S A NEW THRILL** in the throttle. Pick-up of 15 to 50 MPH in 13 seconds, high gear . . . and a new Fourth Speed Forward for gliding speed—with an unbeatable automatic Overtake.

## Weather Eye *Magic*

**A SHRIEKING GALE** has smothered the sun and swept the lake bare of skaters.

You're standing there, chilled to the bone, dreading the journey home.

Suddenly—a flash of light, and laughing faces . . . a whisper of tires on the snow. Someone's brought a new Nash!

You slip into the broad, welcoming front seat—someone twirls a mysterious little dial, and instantly it's June!

With all the windows closed, out of nowhere comes a draftless flood of fresh, invigorating air—exactly heated as "tuned in". Into nowhere vanishes stuffy air, the smoke of your cigarette, the moisture of your breath. The windshield stays clear.

The mercury tumbles . . . the wind howls louder—but stop or go, fast or slow—your comfort is automatically kept the same. That little thermostatic sentinel

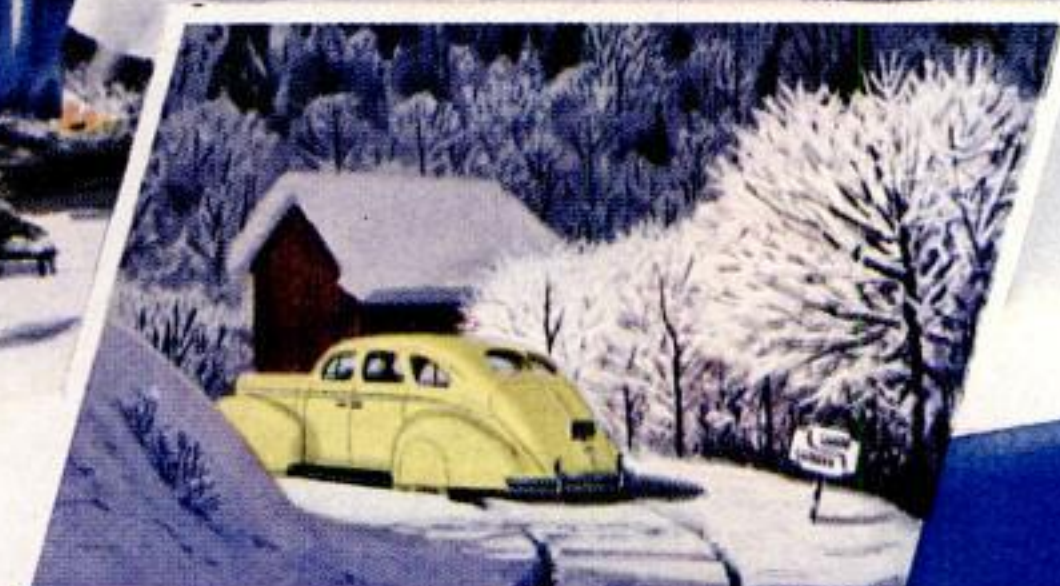
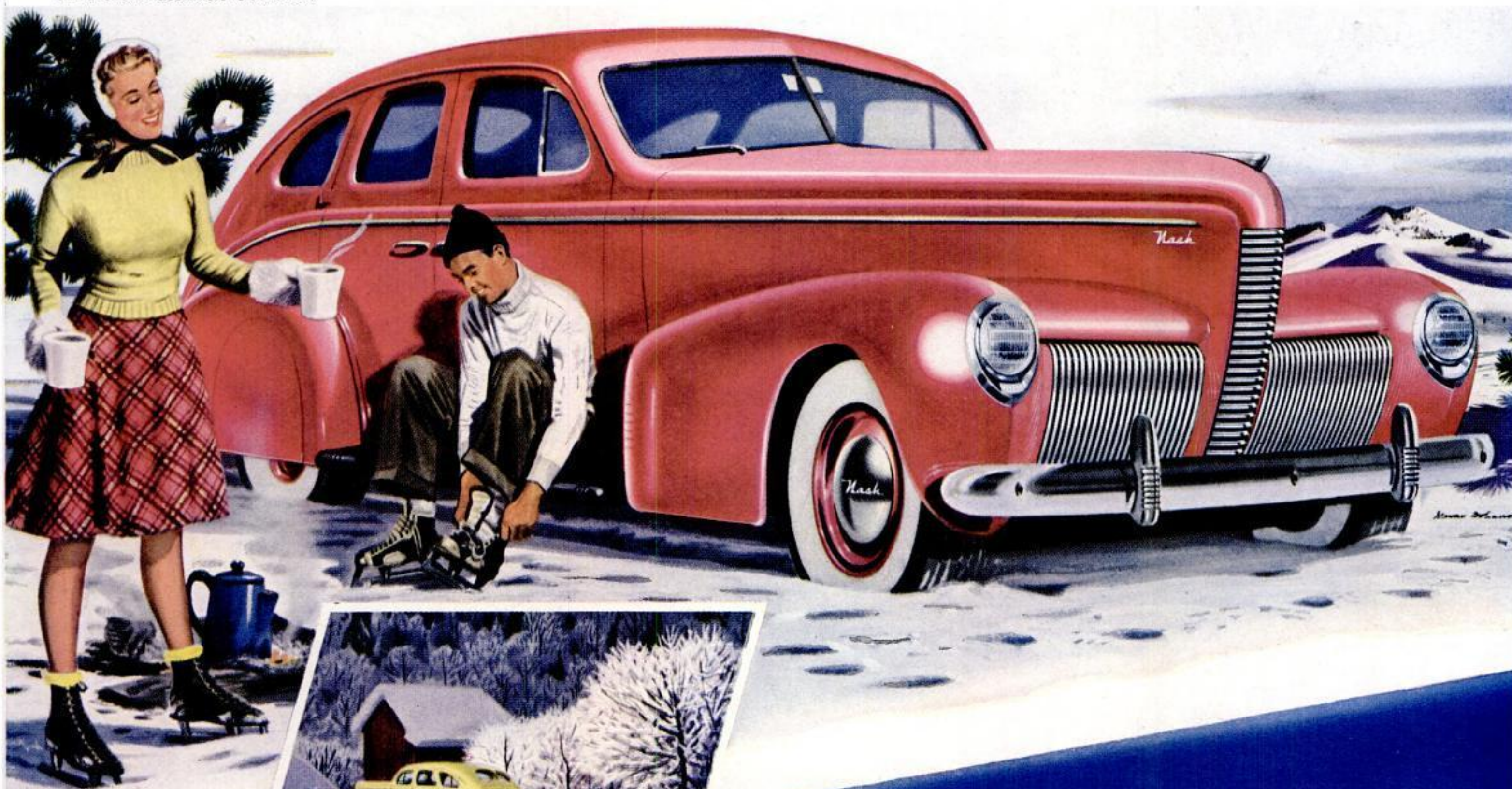
just inside the windshield never lets a chilly breath slip by. Yes—it's Weather Eye magic that even outguesses "old man Winter"!

But that's no harder to believe than a new Fourth Speed Forward with an automatic Overtake that shoots you way ahead of those traffic stragglers.

Or Nash's silent Arrow-Flight ride that lets you relax in comfort over the worst Winter roads. Or that new feather-touch wheel that wields a magic influence over curves and rough spots.

Fact is, you'll have to revise all your ideas of what a car can be—and do. (And that's going to be the thrill of a motoring lifetime!)

It's priced so low, with resale value so high . . . that it will pay to trade away your troubles to your Nash dealer today—and start having year 'round fun!



**COSTS YOU LESS** to go places. Exclusive Nash engine is a Gilmore-Yosemite Economy winner, with 21.25 miles per gallon. Convertible bed saves lodging costs. Nash dealers everywhere (over 1800) are ready to serve you.

*Again...* **NASH**  
*IT'S THAT NEW*



# "a Sweetheart" of a



**ELECTRIC-LIGHTED**—No. 48-1721. An exquisite modern waterfall design in rich American walnut and Oriental wood. When top is raised, electric light comes on automatically. Easy-sliding twin trays are removable. Has secret keepsake drawer. Beautiful hand-rubbed and polished finish.



A MILLION MAIDENS YEARN FOR THIS ROMANTIC LOVE GIFT



The ideal gift for sweetheart, daughter, mother or sister for Christmas, birthday, wedding, graduation, or confirmation

## Lane Christmas Special

No. 48-1720. Here is a supreme value in a large, roomy modern chest of extraordinary beauty. Top and base are latest waterfall design. Finished in superbly matched Oriental and walnut veneers. Equipped with Lane Automatic Tray.

A matchless value

**\$29.75**

Due to difference in transportation cost, the price in the West is slightly higher in Canada

There is only one genuine Lane Cedar Hope Chest and it can be had in all styles . . . from \$19.95 up

\$31.50





# Gift...

## for the One You Love!

For centuries the hope chest has been the very cradle of romance. Today this lovely tradition lives on, more popular than ever before in Lane . . . the glorified modern cedar hope chest. Place it first on your Christmas list.

Insist on a genuine Lane. It is the only tested aroma-tight cedar chest in the world. Its exclusive and patented features guarantee absolute moth protection—a guarantee backed by a free moth insurance policy written by one of the world's largest insurance companies.

See these exquisite new Lane styles and many others at your dealer's store—all at popular prices. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels Ltd., Hanover, Ont.

*Also makers of Virginia Maid Cedar Chests without Lane's exclusive features*



**Mrs. Robert A. Bachle**  
(nee Elizabeth Mohornay)  
Prominent Kansas City debutante who is now making her home in New York City says: "It was loads of fun collecting for my Lane Cedar Hope Chest."

### ONLY LANE HAS ALL THESE MOTH PROTECTION FEATURES

1. The only tested aroma-tight cedar chest in the world.
2. Exclusive aroma-tight features assure guaranteed moth protection.
3. Built of 3/4-inch aromatic red cedar in accordance with U. S. Government recommendations.
4. New waterproof Lane-welded Veneers will not peel.
5. Chemically treated interiors even aroma flow and prevent stickiness.
6. Free moth insurance policy written by one of the world's largest insurance companies.



**Mrs. C. G. King, Jr.**  
(nee Elizabeth Arnold)  
Beautiful Jacksonville, Florida, 1939 debutante and bride says: "Our home started when I received my Lane Cedar Hope Chest."

## THE GIFT THAT STARTS A HOME



**Lane Chest—No. 48-1708** (above). A round-corner waterfall design with center panel of figured black walnut stump. Ends are "zigzag" matched Oriental wood. Equipped with Lane Automatic Tray.



**Lane Chest—No. 48-1707** (above). A colonial design in antique maple. Its beauty is created by balanced design and simple lines. Equipped with Lane Automatic Tray.



**Lane Chest—No. 48-1716** (above). A modern waterfall design in blonde primavera veneer. Has Lane Automatic Tray.

**Lane Chest—No. 48-1709** (below). Center panel of rich waterfall is matched Oriental wood flanked by black walnut stump. Has large drawer and Lane Automatic Tray.



**Lane Chest—No. 48-1711** (above). A modern waterfall design in black walnut stump, Oriental wood, and zebrawood veneers. Equipped with Lane Automatic Double Trays.

**Lane Lowboy—No. 44-1614** (below)—The "Brewster"—Authentic colonial design with simulated drawer front. Finished in rich mahogany veneers.



**LANE**  
*Cedar* **HOPE CHEST**





### Luncheon

Going light? Then try a straight Vermouth—thoroughly chilled—with a twist of lemon peel. Vermouth is moderation itself, you know.



### Cocktails

Ask for the newest of cocktails—a Vermouth Old-Fashioned. Tangy... spicy. Always in good taste (moderation, you know) and always tastes good.



### Early Evening

Try an Americano. Simply pour a highball glass  $\frac{1}{2}$  full of Martini & Rossi Italian Vermouth, add dash of bitters, slice of lemon peel, seltzer to taste, plenty of ice.

# Be one of the Crowd —and be Moderate, too!

HERE'S THE ANSWER to a problem we all have... how to be a good fellow, how not to be a wet blanket on the party—yet how to steer a course on the moderation side. Answer—stick to Vermouth drinks. Ask for it in highballs, Old-Fashioneds, or served straight.

You'll get an agreeable surprise, a wine spiced with a hundred herbs from the valleys of the Alps, as cool as their snow-capped peaks—and light as the clouds that float above. Be sure to ask for Martini & Rossi Vermouth, known as the finest in every corner of the civilized world.



### Late Evening

Want to go light? Sip Vermouth and Soda. Tall... cool, and so refreshing. It lets you be with the crowd—and be moderate, too!

## How to Enjoy Vermouth

- 1 The colder it is, the better Vermouth tastes. Chilling brings out the rare spice flavors.
- 2 For smoother drinks keep your Vermouth in refrigerator.
- 3 All Vermouth drinks should be served iced. Ask for it this way when dining out.
- 4 For greater enjoyment, always specify the famous Martini & Rossi Vermouth—standard the world over.

### Regular Martini

$\frac{2}{3}$  Gin on cracked ice, add  $\frac{1}{3}$  Italian Vermouth—then stir till chilled. Some like an added dash of bitters and a cherry.



### Manhattan

America's most popular cocktail.  $\frac{2}{3}$  Rye,  $\frac{1}{3}$  Martini & Rossi Italian Vermouth. Pour whiskey on ice, Vermouth on whiskey and stir. Serve with cherry.

### Vermouth Highball

3 ozs. of Martini & Rossi Italian Vermouth with seltzer to taste. Serve in a tall glass with ice.



### Vermouth Old-Fashioned

For real moderation try a Vermouth Old-Fashioned. Use regular Old-Fashioned recipe without sugar. Merely substitute Vermouth for whiskey... serve cold.

Exquisite Vermouth Glass—designed by Count Theo Rossi. 6 for \$1.25; 12 for \$2.00—postpaid. Write W. A. Taylor & Co., Dept. L, 15 Laight Street, New York City.



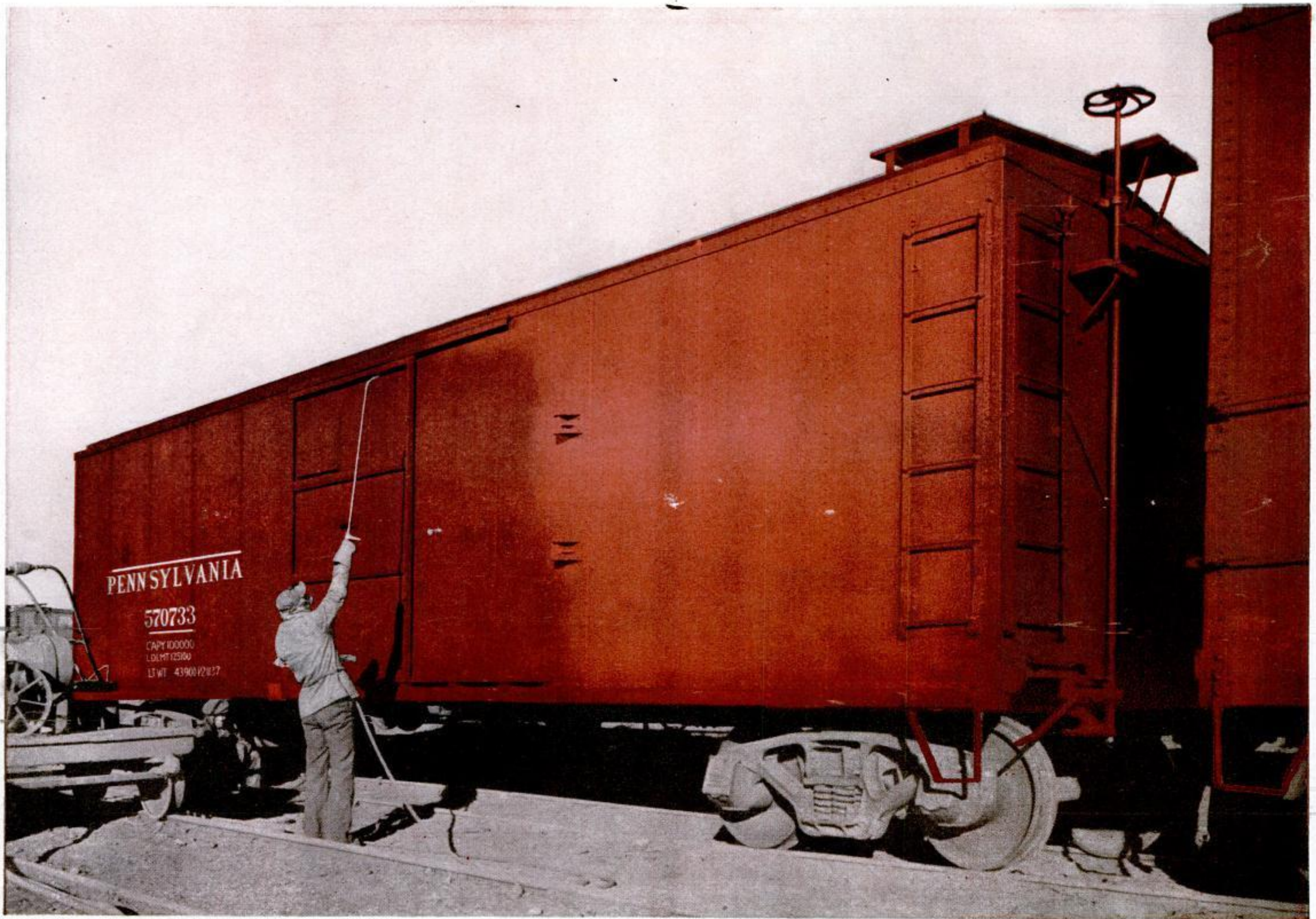
# MARTINI & ROSSI VERMOUTH

SOLE AGENTS IN U.S.A. W. A. TAYLOR & COMPANY NEW YORK  
IMPORTERS SINCE 1888

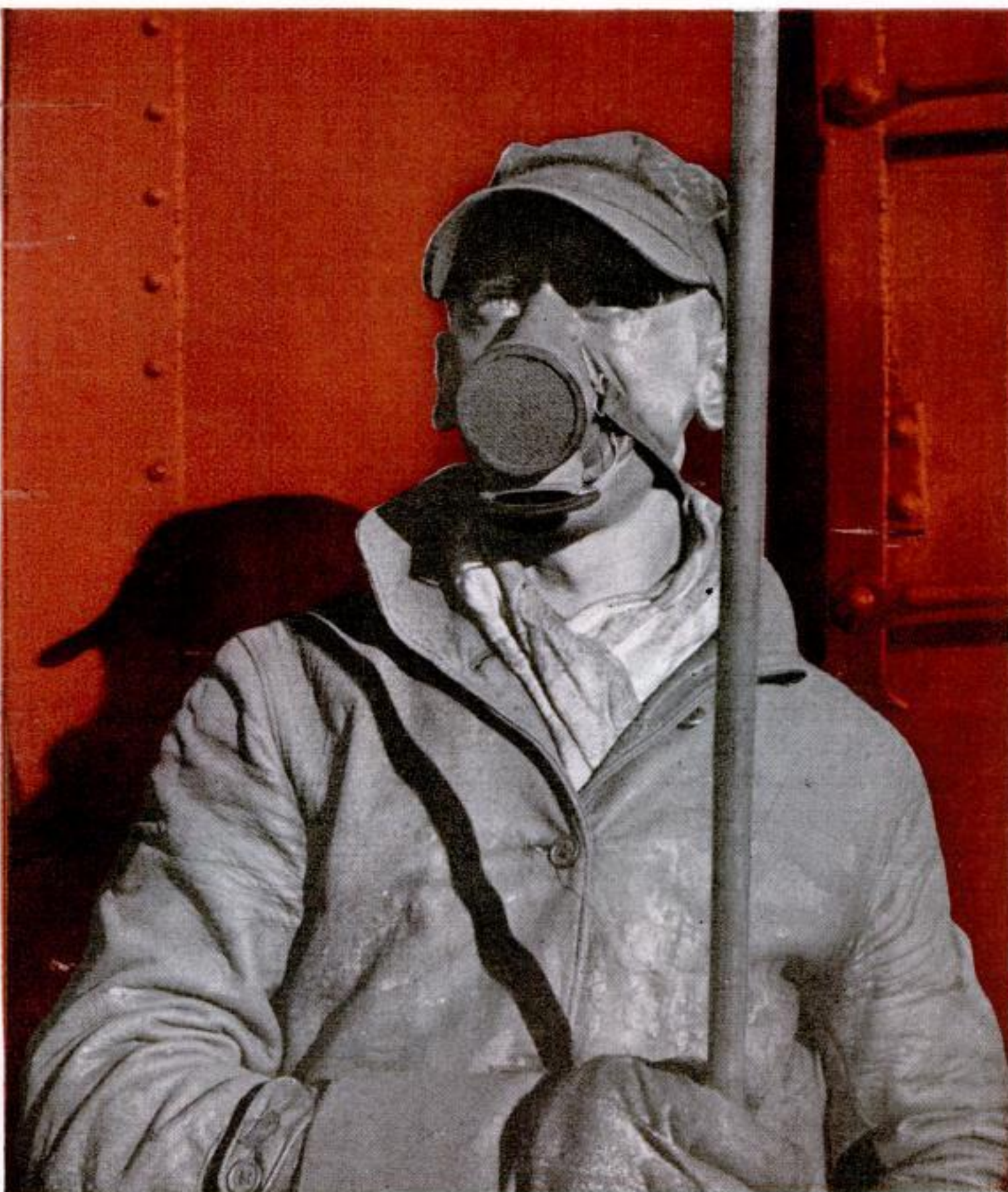
America's Favorite Vermouth

ALCOHOL BY VOLUME—15.95%





A FRESH COAT OF RED PAINT IS SPRAYED ON A NEWLY PATCHED BOXCAR IN PENNSYLVANIA RAILROAD'S CHICAGO YARDS. PENNSY IS SPENDING \$27,000,000 ON EQUIPMENT



The painter who paints freight cars uses a spray which, by day's end, has covered him with a fine paint mist. To keep from getting paint in his lungs too, he has to wear a mask.

## RAILROADS PAINT UP

### Freight boom rushes repair of rolling stock

Last spring the railroad executives of the U. S. got together, estimated that a 25% rise in freight-car loadings was in prospect and decided to get their equipment into shape to handle the increase. They did not want a war crisis to catch them unprepared, give government-ownership proponents a chance to say that the railroads under private management were not able to do their job. The rehabilitation program proceeded in good order, pointing toward the upturn in carloadings which usually begins in autumn.

But before summer ended, war came. Carloadings, which had been steadily improving, suddenly lurched forward. September carloadings were an unprecedented 25% over August. By Oct. 21, carloadings were 28% over the previous four months' average, the most precipitous rise in all railroad history. By October's end, carloadings were up 45% over early summer.

In the railroad shops of the country there is a frantic rush to rip apart, rebuild and patch up old boxcars, flat cars, gondolas, hoppers. Such an oceanic spraying of red paint has not been seen in the yards for two decades. More than 60,000 freight cars are scheduled to be refitted and another 65,000 new cars put into service. About \$100,000,000 is to be spent on rehabilitating rolling stock. By year's end, the railroads expect to be in better physical shape than they have been for more than ten years.

Meanwhile, the ship-repair yards are also enjoying a sudden spurt in business. Confident that business will go on as usual despite embargo, shipowners are sending their ships into drydock for out-of-schedule refitting, repainting and rescraping of bottoms. The added two or three knots this will afford should pay handsome dividends at high wartime rates. One early November day, there were 44 ships being refitted or waiting their turn in the New York yards of the Todd Shipyards Corp., biggest U. S. ship-repair company.



# Isn't it worth it?

"SAY, HELEN, THE WHISKEY  
WE USE COSTS US 23¢  
PER HIGHBALL"



"YET IT COSTS US ONLY 3¢  
TO MAKE THAT HIGHBALL  
WITH WHITE ROCK"



*See how little it costs to give your whiskey the  
benefit of White Rock's keen mineral water tang*

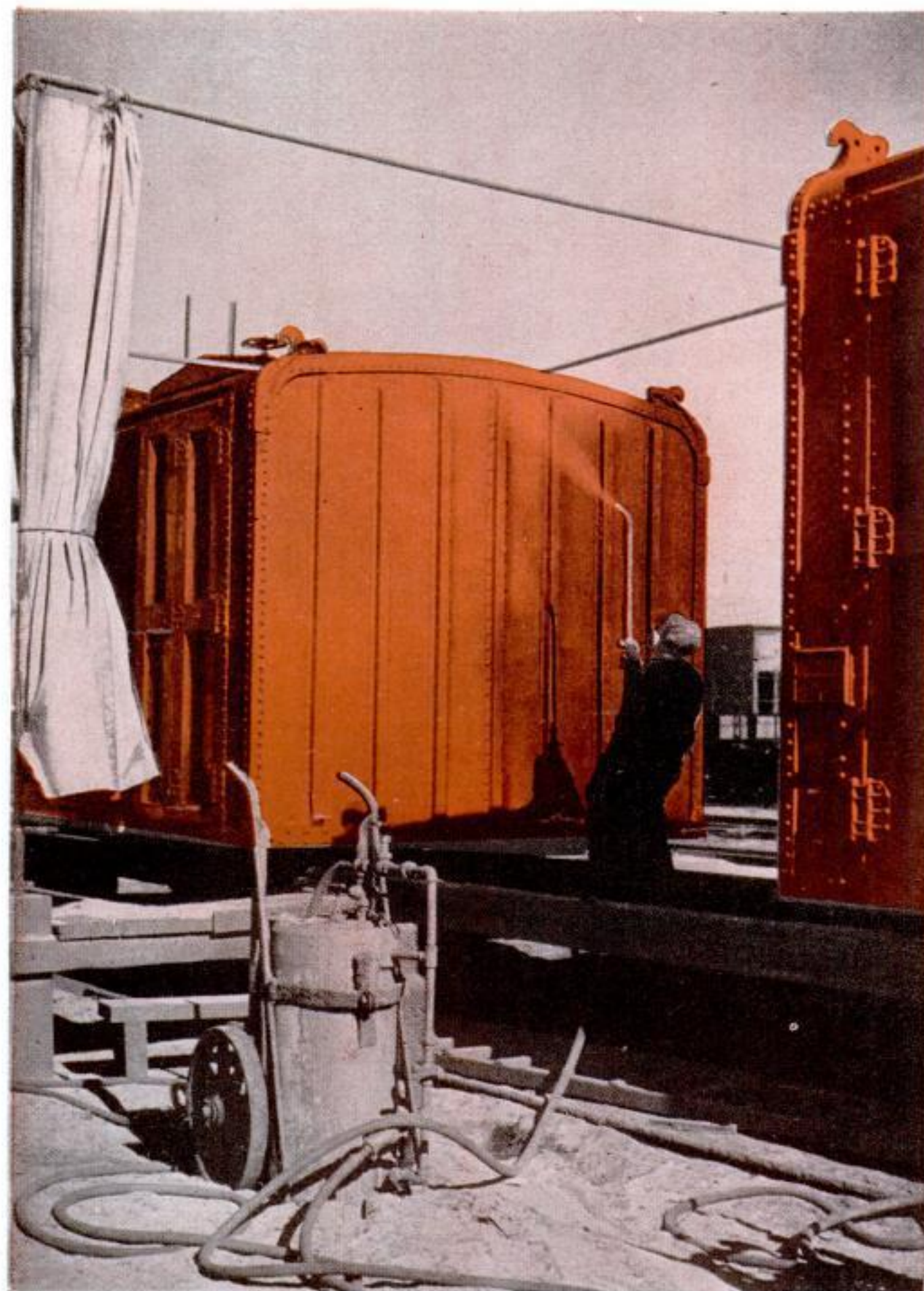
Liquor Cost per case 12-5ths (307 ozs.)	White Rock cost Large Party Size at 25¢	6 oz. serving 1½ oz. Liquor 2 oz. Ice 2 oz. Wh. Rock	8 oz. serving 2 oz. Liquor 2 oz. Ice 3 oz. Wh. Rock	10 oz. serving 2 oz. Liquor 3 oz. Ice 4½ oz. Wh. Rock
\$20.00	Liquor White Rock	.0977 } 12 cts. .0208 }	.1302 } 16 cts. .0312 }	.1302 } 18 cts. .0468 }
\$25.00	Liquor White Rock	.1221 } 14 cts. .0208 }	.1628 } 19 cts. .0312 }	.1628 } 21 cts. .0468 }
\$30.00	Liquor White Rock	.1466 } 17 cts. .0208 }	.1954 } 23 cts. .0312 }	.1954 } 24 cts. .0468 }
\$35.00	Liquor White Rock	.1710 } 19 cts. .0208 }	.2280 } 26 cts. .0312 }	.2280 } 27 cts. .0468 }
\$40.00	Liquor White Rock	.1955 } 22 cts. .0208 }	.2606 } 29 cts. .0312 }	.2606 } 31 cts. .0468 }
\$45.00	Liquor White Rock	.2199 } 24 cts. .0208 }	.2932 } 32 cts. .0312 }	.2932 } 34 cts. .0468 }
\$50.00	Liquor White Rock	.2442 } 27 cts. .0208 }	.3256 } 36 cts. .0312 }	.3256 } 37 cts. .0468 }

GOOD WHISKIES DESERVE

## White Rock

ALL OTHER WHISKIES NEED IT

Railroads, ships paint up (continued)

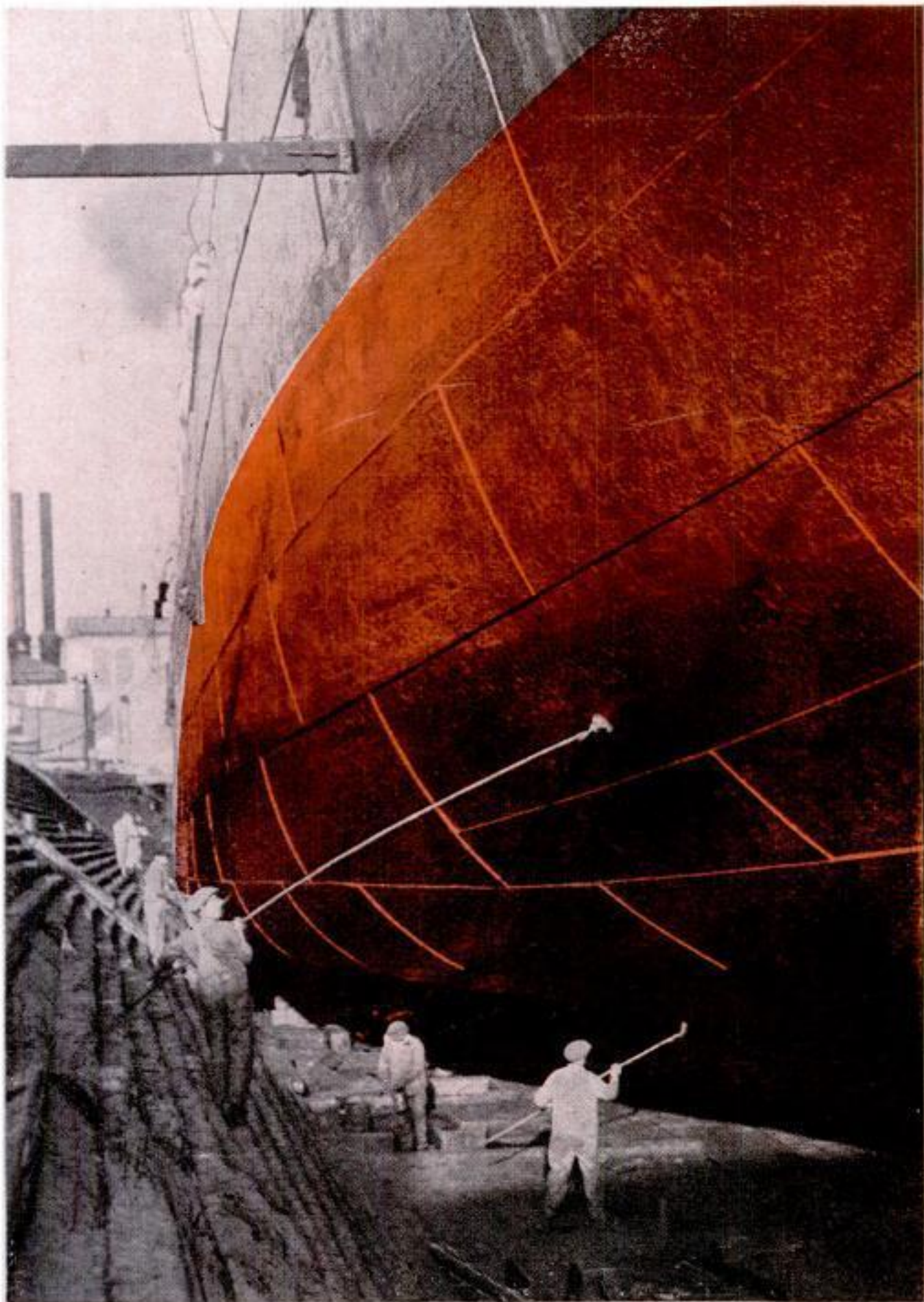


A less-than-carload compartment, designed to hold small loads, is covered by sprayer. Like all modern cars, it is made of steel. The wooden boxcar is fast disappearing.

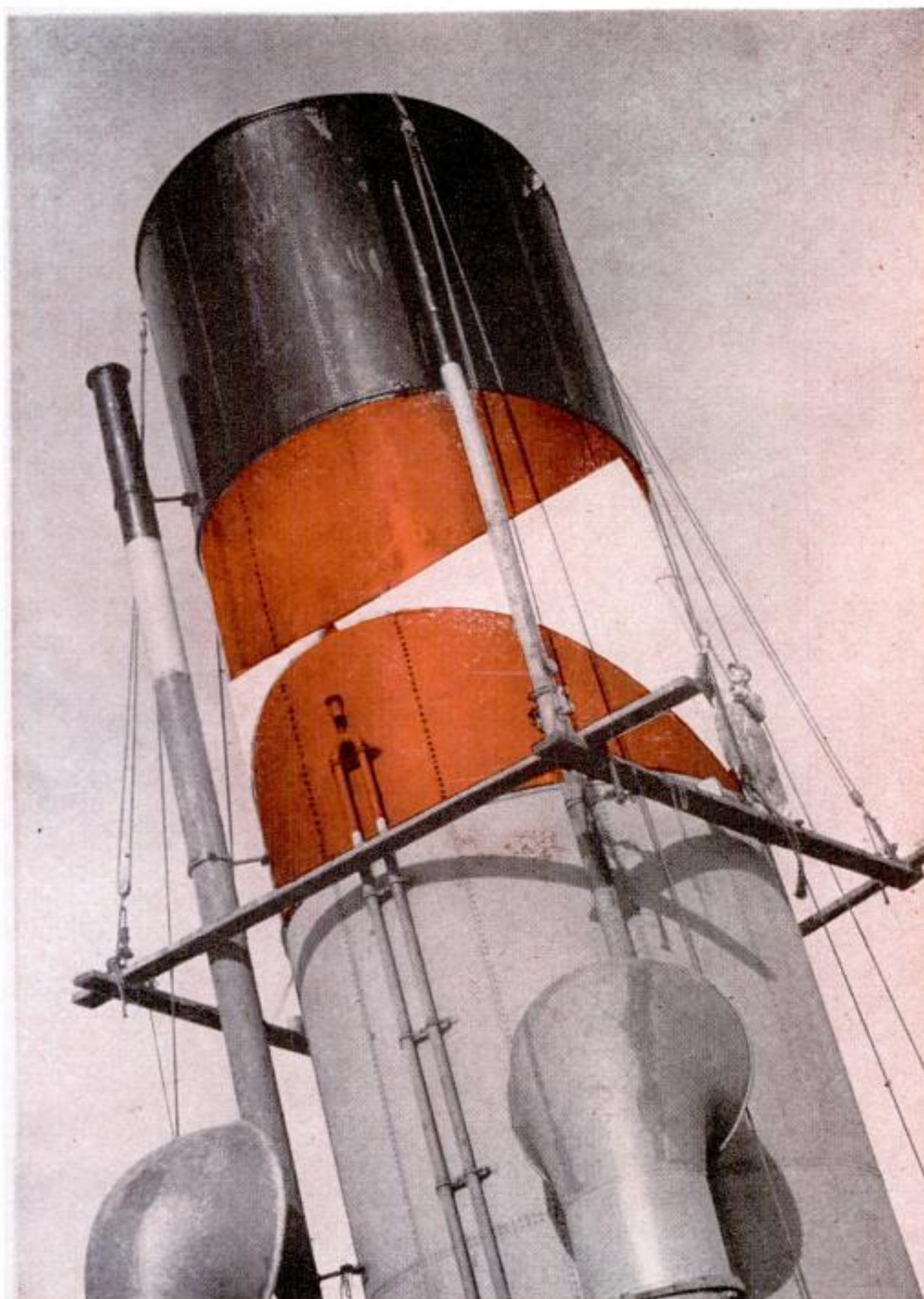


A gondola hopper is stenciled with Pennsy's emblem. These open-top coal-carrying cars get harshest treatment from wear and weather, have to be most often repaired.





A ship's bottom is covered with new red paint by a swarm of painters who stand inside the drydock, reach the ship's sides with brushes on the ends of long poles.



Smokestacks are painted from scaffolds hung from the top. This ship is the United Fruit Co.'s *Calamares*, being smartened up in a Todd Shipyards Brooklyn drydock.

PLAN A HOLIDAY FEAST THAT'S  
TRULY TEMPTING!

Serve **ARMOUR'S STAR HAM**  
...it's the **GRADE-A Brand!**



I'M BACK FOR  
MORE! BOY,  
THAT HAM  
HAS FLAVOR!

Just slip a delicious Armour's Star Ham into your oven! And when mealtime comes you'll be proud to serve the tenderest, tastiest ham banquet you ever dreamed of.

But be sure you say "Armour's Star Ham, please!" That way you'll know you're getting the Tra-Ham Flavor, the fine ham tenderness, of Grade-A meat.



#### ARMOUR'S STAR—the Bacon That Won't Broil Away!

Yes, Ma'am, Dry-Curing brings you bacon that keeps its flavor right to your table... that won't curl up and broil away in the frying pan. Always insist on Armour's Star—it's Dry Cured!



#### Finer Meat . . . Perfect Seasoning—That's the Secret of ARMOUR'S STAR PURE PORK SAUSAGE!



AN' HEAH'S YO' FAVORITE BREAKFAST...  
ARMOUR'S STAR PURE  
PORK SAUSAGE!

Here's rich, juicy sausage that captures your appetite from the moment you find it sizzling cheerily on the breakfast table! Order some today!



COPYRIGHT 1939, ARMOUR AND COMPANY, CHICAGO

ASK FOR **ARMOUR'S STAR...**  
the **GRADE-A Brand of Meats**



## IN "TIME OF YOUR LIFE" WILLIAM SAROYAN WRITES POETIC VAUDEVILLE



WILLIAM SAROYAN

"A goofy binge"—"a prose poem in ragtime"—"a cosmic vaudeville." Thus the critics received William Saroyan's new play, *The Time of Your Life*, which he wrote in six days in a New York hotel. Famed for his speed and self-esteem, swart, stocky, noisy Saroyan has published 477 short stories, mainly about his Armenian family and friends in California, where he was born in 1908. Ever since *The Daring Young Man on the Flying Trapeze*, he has been leading *enfant terrible* of American letters. When his first play, *My Heart's in the Highlands*, was produced in New York last spring, Saroyan telegraphed one critic, "Congratulations! I'm sure my play is great." Some critics agreed with him.

*The Time of Your Life* is as plotless and as full of likable characters as his stories. Action takes place in a San Francisco waterfront dive called "Nick's Saloon and Entertainment Palace." Through Nick's swinging doors wander a strange crew, as disconnected from each other as performers in a vaudeville show. They include an ethereal prostitute (Julie Haydon), a philosophical barfly (Eddie Dowling), an eloquent longshoreman, an idealistic cop and an Arab with a harmonica. Together they produce music, dancing and a great deal of talk, some of it balderdash, most of it beautiful and humorous. Total impression is that William Saroyan believes passionately in the decency of mankind.

To the few who belabored him for not writing a real play, Saroyan would probably repeat what he replied to a critic who charged that one of his stories was not strictly a story: "What the hell difference does it make what you call it, just so it breathes."



Joe the philosopher (right) in Nick's saloon shows Kitty the prostitute a dancing doll to make her happy, while behind their table Harry the tap dancer solemnly mimics the doll. Joe calls the toy that is designed only for human happiness "a noble gadget—ininitely nobler than any other I can think of at the moment."



Faster, easier cleaning  
with

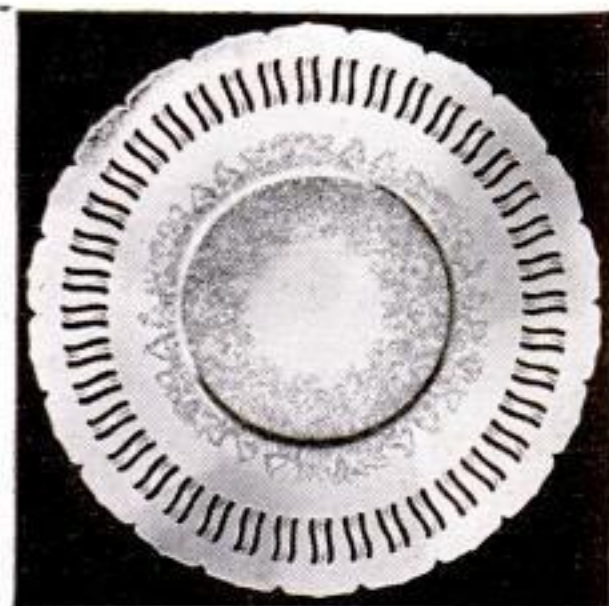
# OLD DUTCH CLEANSER

As welcome as a Christmas carol is the efficient aid of Old Dutch. This modern cleanser speeds up holiday cleaning; gives you more leisure to spend with your family.

Old Dutch Cleanser has a ONE-TWO CLEANING ACTION—1, cuts grease quickly; 2, makes cleaning easier. All through the year, it's a big help for cleaning pots and pans... polishing up bathtub and sink... brightening painted walls and woodwork... cleaning floors without tiresome hands-and-knees scrubbing.

Old Dutch Cleanser doesn't scratch because it's made with Seismotite; saves money because a little goes so far. Yours for quicker cleaning...

and a Merry Christmas to you all!



Ideal for gifts, or to grace your own holiday table is this gorgeous plate made of Sungleam Ware—a new and lovely metal which has the warm, glowing color of the sunset. Its beauty is a perfect background for holiday cakes, candies, sandwiches and sliced meats. Gracefully embossed center with border of lacy piercing in Old English "Feather" style. Actual size 9 3/4" in diameter. Order now for gifts and for your own use. Use coupon.

Add warmth of color and charm to  
your holiday table with this lovely

**EXQUISITELY DESIGNED CAKE (or sandwich) PLATE**  
of SPARKLING SUNGLEAM WARE

by Wm. A. Rogers... Oneida, Ltd.

\$3.00 VALUE **\$1.00** [\$1.50 in Canada]  
for only and windmill pictures  
from 6 Old Dutch Labels

Order as many Sungleam Ware Cake Plates as you wish. Each plate requires \$1.00 [\$1.50 in Canada] and windmill pictures from 6 Old Dutch labels. [Complete labels not required.]

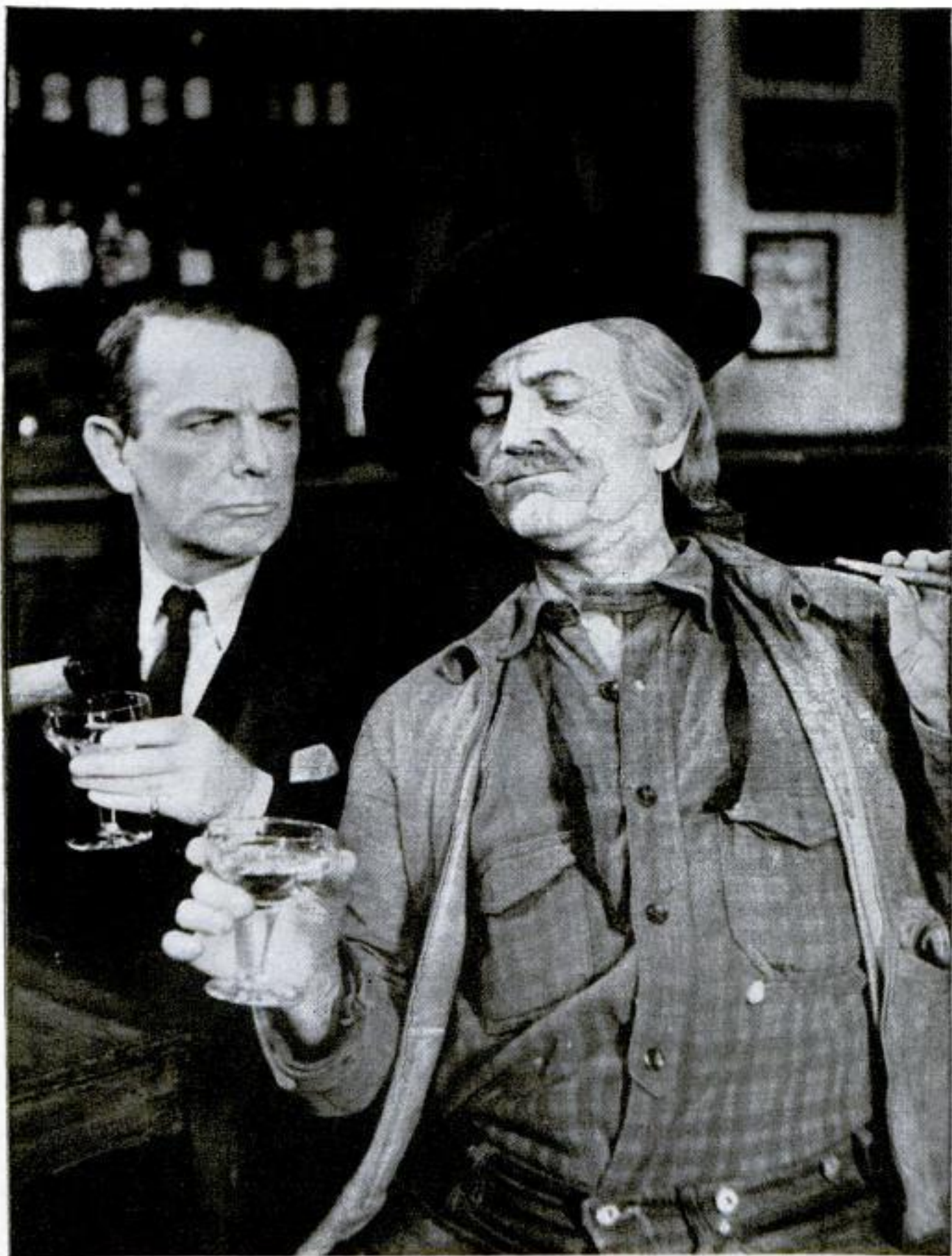
OLD DUTCH CLEANSER, Dept. SW-713, Chicago, Ill. I am enclosing windmill pictures from Old Dutch labels and \$\_\_\_\_\_ for which please send me Sungleam Ware Cake Plates.

Name \_\_\_\_\_

Address \_\_\_\_\_

This offer good only in the U.S. and Canada and is limited to present supply





"Ever try to herd cattle on a bicycle?" asks Kit Carson, starting one of his fabulous yarns while drinking champagne with Joe (Eddie Dowling, left). Kit is a roistering braggart who names himself after the Indian fighter. He ends the play by shooting the villainous Mr. Blick, but never ends one yarn which he begins repeatedly: "I don't suppose you ever fell in love with a midget weighing 39 pounds."



"I run the lousiest dive in Frisco," says Nick behind his bar. Nevertheless two prostitutes stop in for a beer and feel as if they were ladies. A piano player and a dancer beg for a chance to perform in Nick's dive. Society people drop in for fun. Nick wonders why, says: "Maybe they can't feel at home anywhere else."

CONTINUED ON NEXT PAGE

# Give Kayser -Get Kissed!

Be a smart Santa and dazzle her with Kayser's famous 3-thread Marvel-Twist\* hosiery. (As a mere man, you may not know that 3-threads are marvels for wear, but you'll get a thrill when you see how lovely they look!) Just ask for Kayser's 331X. \$1.25 a pair—*(Ahem! A gentleman gives 3 pairs!)*

\*Trade-mark



BE WISER...GIVE  
**KAYSER**

AT SMART SHOPS THE WORLD OVER



# Super Tender FRANKFURTS... a new "company" dish!



You've never tasted frankfurts like these — so delicate they cut at a touch of your fork! And they're made of fine meats only

● Hostesses who've tried the big dinner-size Swift's Premium Frankfurts have "promoted" them to the banquet class of meats. These frankfurts have always been famous for their unique, appetizing flavor—but now Swift makes them *super tender*, too!

These plump, juicy links are now so delicate your fork practically falls through them... their skins "tendered" in fresh pineapple juice! (This method—patent pending—leaves no pineapple taste.)

Whether you're serving guests or just your own family, nothing could make a more satisfying dinner than these savory frankfurts... bursting with rich meat juices, like a thick steak. Swift makes them out of *fine meats only*. And smokes them carefully and patiently, over real hardwood fires.

Try them soon—for a *different* dinner. But remember—be sure your dealer gives you *Swift's Premium*.



**Take your choice!** In addition to the big dinner size, your dealer has Swift's Premium Tender Frankfurts in the standard size, equally delicious. But whichever you choose, look for the "Swift's Premium" seal of finest quality.  
Copr. 1939 by Swift & Company

## SWIFT'S PREMIUM *Tender Frankfurts*



Swift's spic-and-span kitchens throughout the country make many other "SWIFT'S PREMIUM" meat products, including Meat Loaf... Braunschweiger... Cervelat... Lunar Loaf... Leona... Salami... Liver Cheese... Cheemeat... Pot Roast of Beef... Ham, Delicatessen Style. Look for the "SWIFT'S PREMIUM" seal of top quality!

"The Time of Your Life" (continued)



Head of the vice squad, Mr. Blick brutally orders Kitty to entertain him with a strip-tease when he comes to arrest her for being a prostitute. Kitty is in love with a generous-hearted loafer who gets a job driving a truck so that he can marry her.



Society swells visit Nick's saloon for a taste of low life. While her husband glares disapprovingly, the grand lady puffs a cigar for fun. They get frightened and leave in a hurry when Mr. Blick (*above*) starts using abusive language at Kitty.



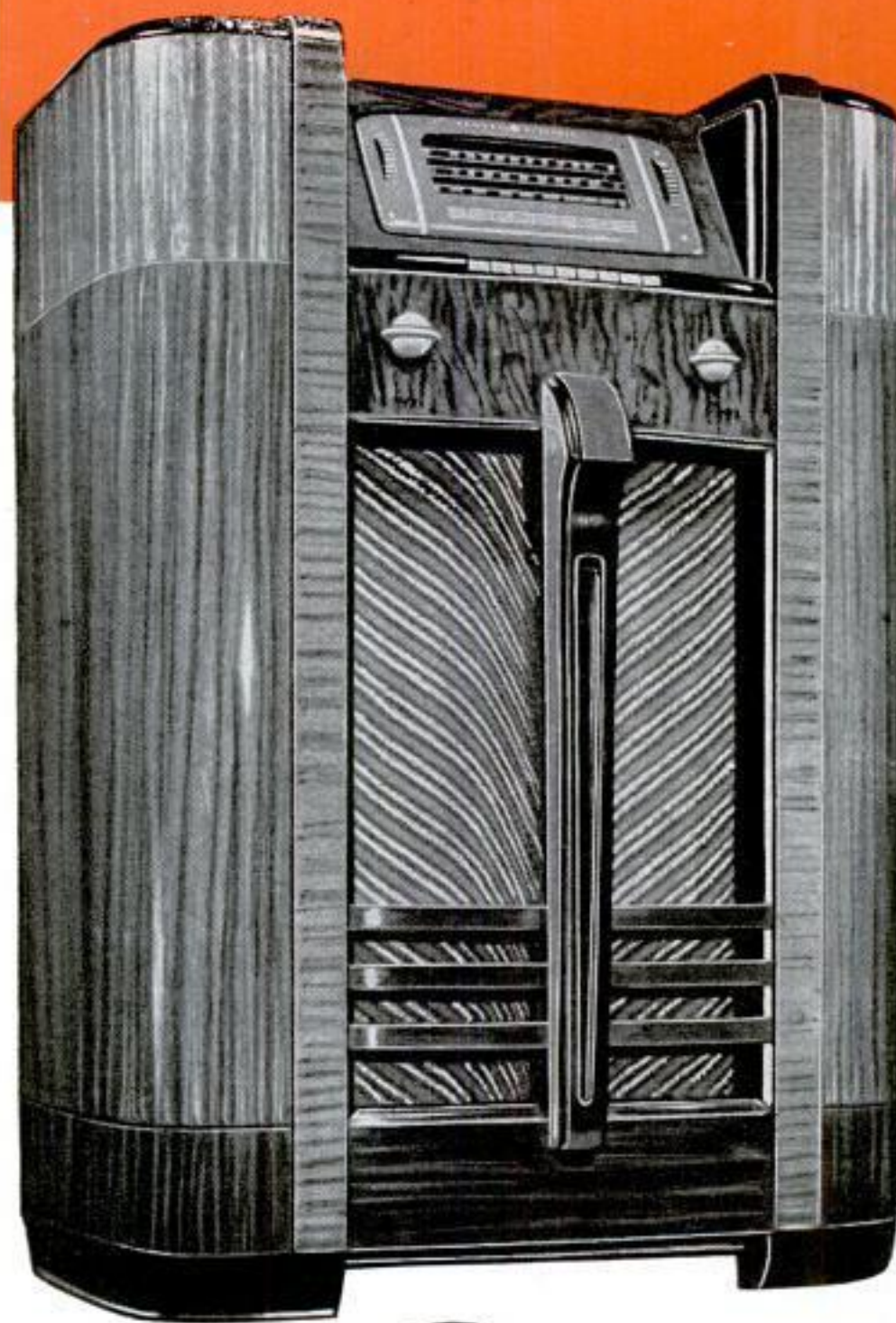


**Willie, the pinball maniac**, hunches over game throughout the play, spends all his time and nickels trying to ring up a perfect score on the pinball machine. He symbolizes man with a one-track mind happily absorbed in some crazy enterprise.



**Willie is triumphant** after long struggle (above). At the end of the play he makes a perfect score and the pinball machine lights up in a blaze of glory, spelling "American Destiny." Willie feels as happy as a conquering general or a successful lover.

# First—On Many A Christmas List!



## MOTHER DESERVES THE BEST!

**G-E MODEL H-87** (left). One of the finest consoles that money can buy! Equipped with the new Super Beam-a-scope (no aerial—no ground wire)—new 14-Inch Dynapower Speaker—Drift-Proof Station Settings and many other plus-value features. 8 tubes—3 bands. An exquisitely designed cabinet.

## FOR THE BOY AT COLLEGE!



**G-E MODEL H-531.** A powerful superheterodyne with a cabinet in the smart new maroon-simulated leather finish. Equipped with Built-in Beam-a-scope (no aerial—no ground wire) and the marvelous new G-E Dynapower Speaker. An excellent value!

## A THRILL FOR A GIRL!



**G-E MODEL H-502**—in a deluxe plastic cabinet. Equipped with Built-in Beam-a-scope (no aerial—no ground wire)—Dynapower Speaker—5 tubes—Superheterodyne circuit—Rotor-Type dial. A lot for the money!

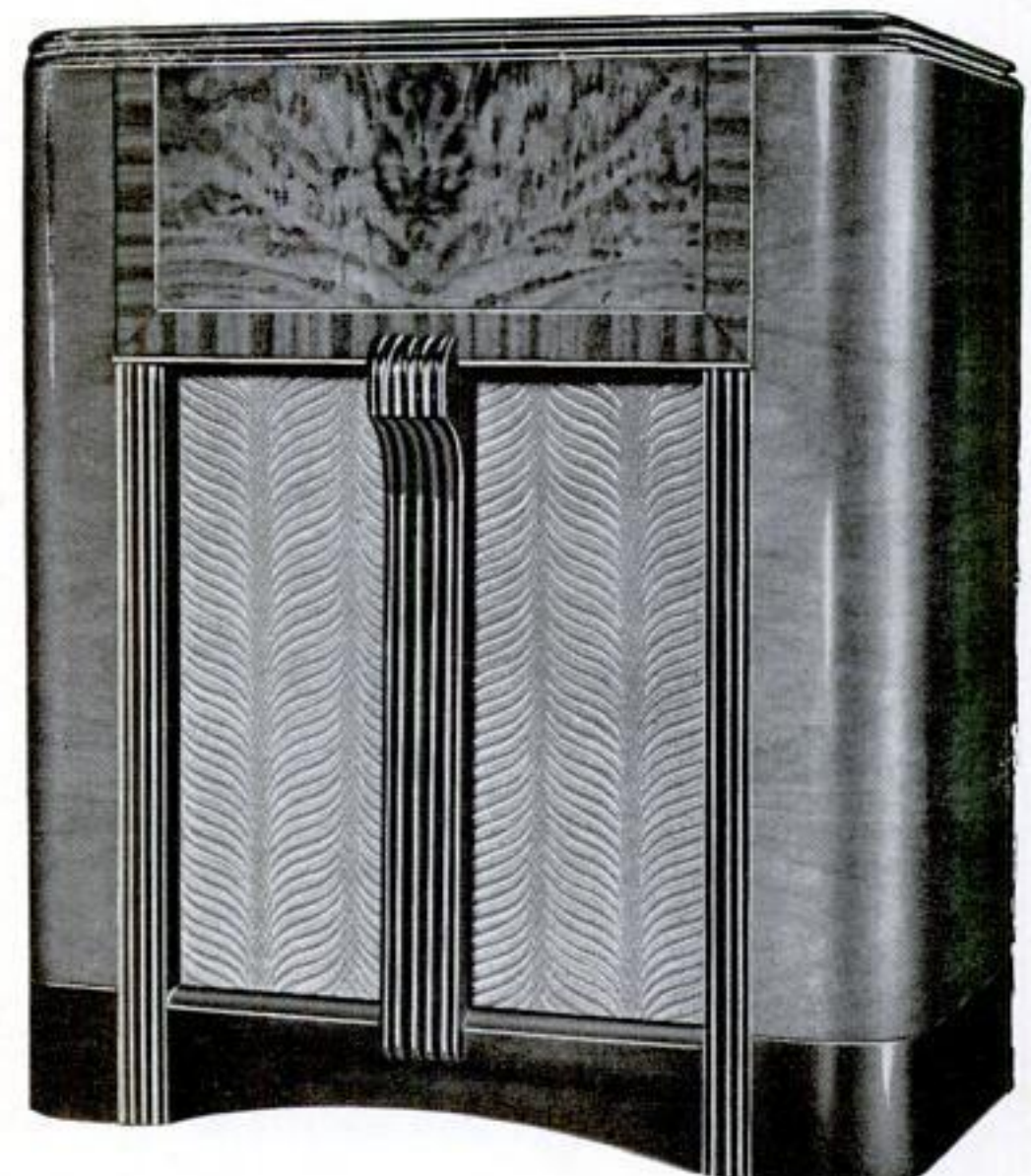
You'll always be glad you bought a G-E!

**WHY** not solve the Christmas gift problem with one grand gesture? Present the "best family in all the world" with a beautifully-toned, richly-designed G-E Radio set.

You simply can't beat the radio values that General Electric is offering this year. Every set—whether it be console, combination or table model—is absolutely tops in its price class!

Prove this for yourself. Visit your G-E Radio dealer, and ask for a demonstration. Then—let your eyes and ears decide. That's the way to buy!

**Easy Terms—Liberal Trade-In Allowance**



## LET THE CHILDREN HAVE MUSIC!

**G-E MODEL H-708.** A marvelous new Radio-Phonograph Combination with Automatic Record Changer. It brings you the finest broadcast music and the finest recorded music with marvelous fidelity. Plays both 10 and 12-inch records automatically. Priced moderately—less than you think!

*The Radio With The Big Plus + Value*

For Replacements Specify General Electric Pre-Tested Tubes

**GENERAL ELECTRIC**

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## It's the taste and what it does to you

There's a sparkling rush of cool, clear refreshment that takes possession of your mouth, the minute you introduce it to SQUIBB TOOTH POWDER.



There's action in the very taste of it... the tingling, minty fragrance curling round your tongue. And there's "pick-up" in the after-glow... that fresh, clean, young, all-new feeling that makes your mouth feel fresh as all outdoors.

- You'll love the light-hearted look of your sparkling waked-up smile... the gentle, effortless way SQUIBB TOOTH POWDER cleans and polishes teeth. And you'll feel safer, too, in knowing that this scientific dentifrice contains a neutralizing agent that fights acids, when it comes in contact with them... acids that threaten pretty teeth.

You'll like SQUIBB TOOTH POWDER the minute you try it, and when you find a dentifrice you can like that's so thoroughly good for you, the thing to do is rush right out and buy it! Do it today!

SQUIBB DENTAL CREAM also contains a new taste thrill and the same acid-neutralizing properties. It is attractively packaged in a smart cream-and-sepia tube.



★ Taste and feel the refreshing difference

## SQUIBB Tooth Powder



Barrymore as Allan Manville: "You may take me heart—you may take me body—but by God, you cannot have me soul!" (Pause.) "Haven't said that in 20 years."

## JOHN BARRYMORE'S AD LIB CLOWNING WOWS THEATER AUDIENCES IN CHICAGO

In Chicago on Nov. 20 a mediocre farce called *My Dear Children* went into its 27th week, its 200th performance. Since May some 200,000 playgoers have paid more than \$300,000 to see it. Sole basis of its drawing power is its star, John Barrymore, once the finest *Hamlet* on the American stage, now aging (57) and ailing. People flock to see him, not for polished performance, but because he nightly converts the theater into a rowdy histrionic madhouse. Sometimes he arrives late. Sometimes he is tight. Usually he forgets his lines. But always he puts on a great show.

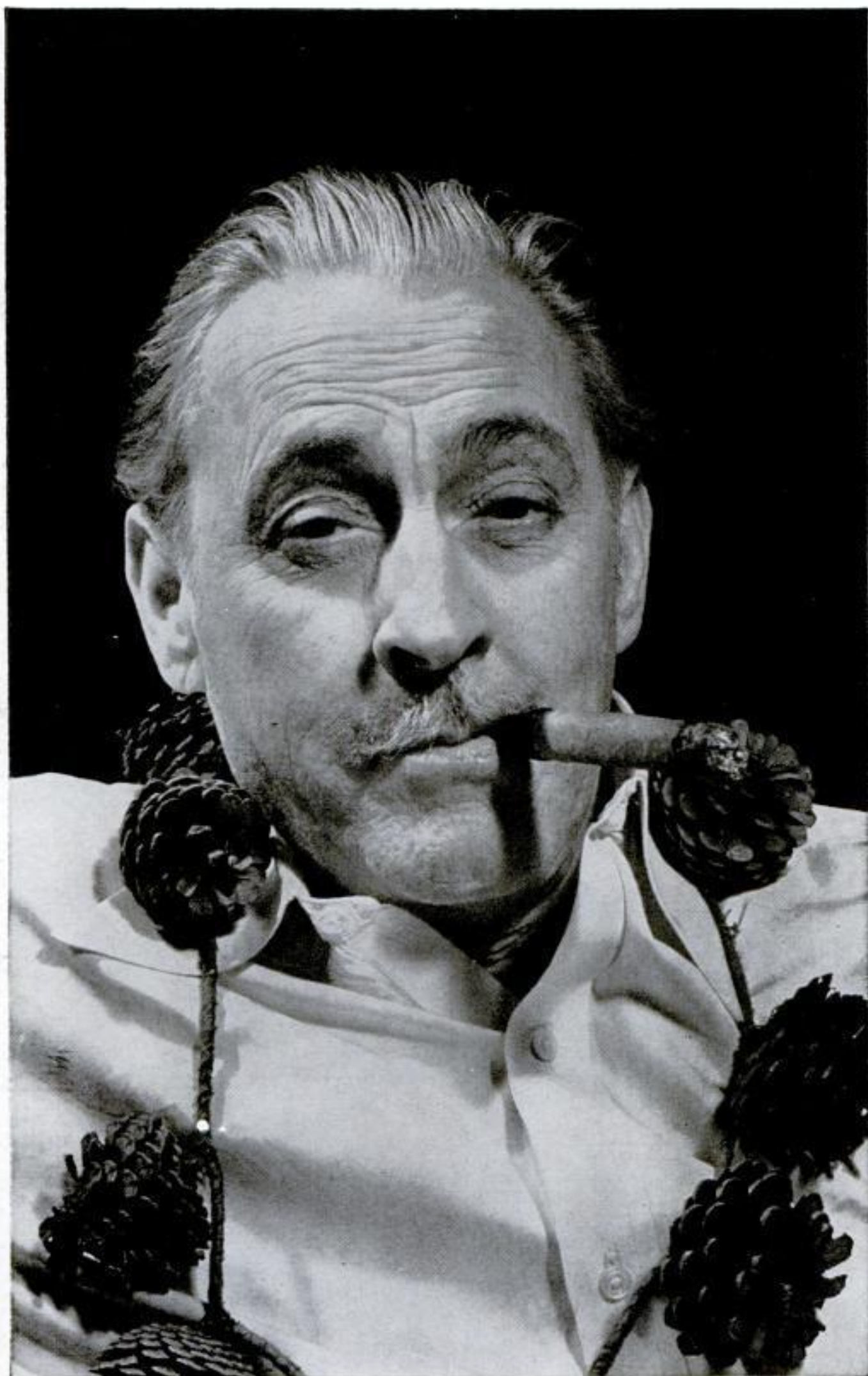
The play gives Barrymore the role of an aging and amorous actor, a variety of extravagant costumes and lines easily convertible into innuendoes on his own career. But he rarely abides by his script. When memory fails he improvises brilliantly, bellows into the wings for a cue or fills the gap with horseplay. Once, making a late entrance, he panted: "Sorry, old man. I was having difficulty with my truss." When a fire engine screamed past outside, he cried: "My God! There's my wife!"

Offstage he is no more predictable. Lionized when he first reached Chicago, he disorganized many a polite assembly by the shocking spontaneity of his wit. Contingent on his health and whim, *My Dear Children* is scheduled to go East in January that New Yorkers may glimpse the theater's most fabulous invalid.



Ad lib sequence. Portia (Patricia Waters) pauses in her lines for effect. Barrymore interpolates: "You've paused just long enough, darling!" (Loud Barrymore mirth.)





BARRYMORE HUGELY ENJOYS HIS ROUÉ ROLE. THE PINE CONES ARE PROPS



Mugging, posturing, he gapes at fellow performer's gag line. Right, he ad libs song: "They dined upon mince and slices of quince, which they ate with a runcible spoon."



CONTINUED ON NEXT PAGE

## "You ought to hate yourself for spanking that child!"



Peggy shows Bill the modern way to bring up their child



**1. BILL:** You keep out of this, Peggy... I've got to make this boy listen to reason!  
**PEGGY:** You're certainly going about it in a funny way.



**2. BILL:** Don't you worry—he'll take that stuff if I have to hold his nose to do it.  
**PEGGY:** That's going from bad to worse. Don't you know that using force on a child can shock his entire nervous system?



**3. BILL:** Who said so?  
**PEGGY:** The doctor! Where do you think I've been all morning! I told him about our struggles in getting Junior to take a laxative. The doctor absolutely "put his foot down" on force.



**4. PEGGY:** Then I asked him about giving Junior some of the laxative you take, and again he said NO. He said an adult's laxative can be too strong for a tot. So he recommended a modern laxative made especially for children.



**5. BILL:** Is there such a thing?  
**PEGGY:** Certainly! Fletcher's Castoria. There isn't a harmful ingredient in it. It's mild, yet surprisingly thorough. It won't form a habit or cause any griping cramps. And it's *SAFE*!



**6. BILL:** He certainly takes it easy enough.  
**PEGGY:** I'll say he does! Even the taste of Fletcher's Castoria is made especially for children. They love it. I don't see how any home can get along without it!

Chas. H. Fletcher **CASTORIA**

The modern — *SAFE* — laxative made especially for children



# Follow the Debs on Romance Road ...take a Woodbury Facial Cocktail



Says CHOLLY KNICKERBOCKER, *Noted Society Commentator*

*"At coming-out parties and other gala Society events, certain debutantes I know always steal the show. Their beauteous complexions, kept lovely with a 5 o'clock Woodbury Facial Cocktail, make them magnets for admiring eyes."*

## Tonight Attract Men's Admiring Glances...Take this Exhilarating Beauty Treatment with Woodbury

**F**ACE TO FACE with a man, your complexion *must* be lovely! So every day at 5 P. M., whenever your skin looks haggard with fatigue, give yourself a Woodbury Facial Cocktail.

Many of the fairest debutantes take a beauty cocktail before every date... whisk Woodbury's rich lather over face and neck. This simple skin-cleansing with Woodbury Facial Soap helps revive and enliven tired, end-of-the-day complexions.

Long before this year's crop of lovely debs was born, Woodbury Facial Soap was used by the belles of the '90s. Its famous formula of costly oils and unguents has helped millions of women to "A Skin

You Love to Touch." Now Woodbury has this added distinction. A skin-invigorating Vitamin in its creamy lather aids the skin's fresh vitality.

Before dinner, give your complexion a refreshing Woodbury Facial Cocktail with fragrant Woodbury Facial Soap. Tonight, you'll fascinate men's eyes!



"FOR A SKIN YOU LOVE TO TOUCH"

## Barrymore wows Chicago (continued)



BARRYMORE CLOWNS DURING A ROMANTIC SCENE WITH ACTRESS TALA BIRELL



WHEN SOMEONE IN THE AUDIENCE TITTERS, HE BREAKS HIS CLINCH, GLARES



BARRYMORE: "WHAT THE HELL ARE YOU LAUGHING AT?" MISS BIRELL GIGGLES





## “Mother will never stop thanking us for this gift”

**T**HINK HARD—and you still won't think of a gift more certain to give Mother a lifetime of pleasure than silver—1847 Rogers Bros. silverplate.

For generations, the year-mark 1847 on silverware has meant, “This is a fine—authentic—product of the proud house of 1847 Rogers Bros.” And today, 1847 Rogers Bros. patterns are the loveliest

made. Have your silverware dealer show you sets or serving pieces in the glorious new pattern, “Adoration,” and in all the other beautiful 1847 Rogers Bros. designs.

Have him tell you how truly moderate all the 1847 Rogers Bros. prices are.

Then wrap up—with a glad heart—the gift that'll make this her happiest Christmas.



**Serving pieces make welcome gifts.** Choose, in any 1847 Rogers Bros. pattern, from the following: A large carving set including free carborundum sharpener (not shown), \$9.75. A serving or cold

meat fork, \$2.25. A round server for patties, molded salads, etc., \$2.25. A long server for cake or pie or other uses, \$3.50. Your 1847 Rogers Bros. dealer has many other suggestions.

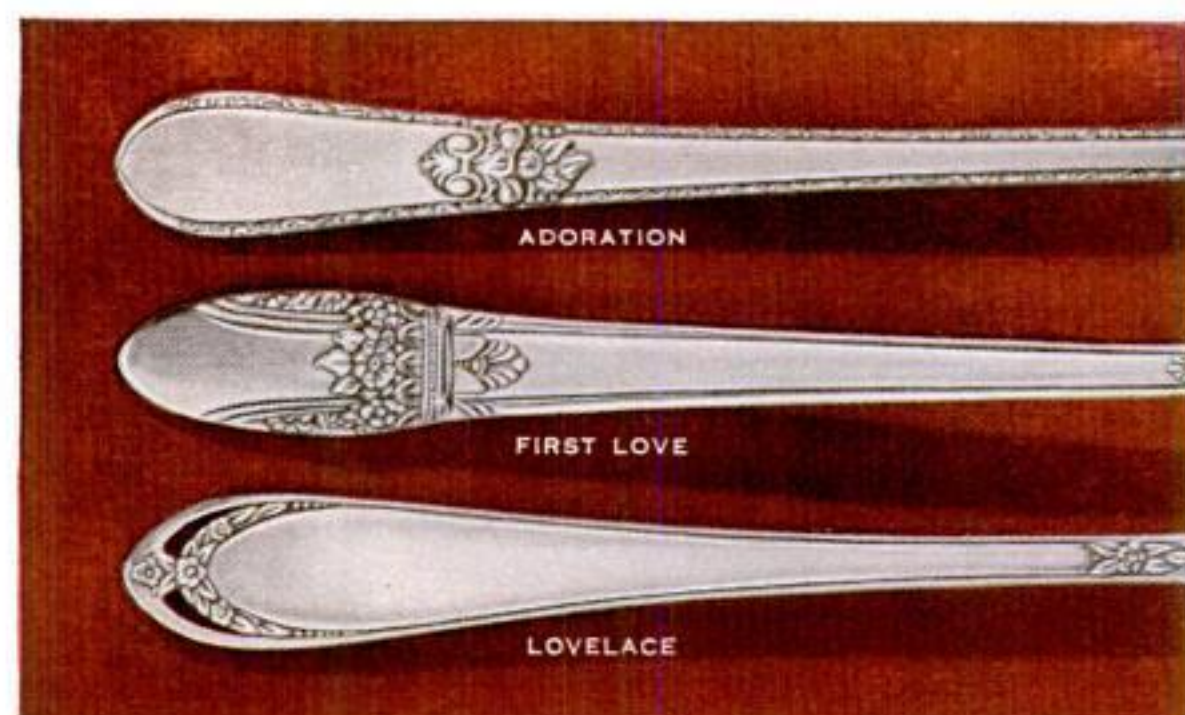
### 1847 ROGERS BROS.

“AMERICA'S FINEST SILVERPLATE”

• **TUNE IN EVERY SUNDAY**—Leading dramatic stars in “THE SILVER THEATER” 6 P.M., E.S.T.; 5 P.M., C.S.T.; 4 P.M., M.S.T.; 3 P.M., P.S.T. Coast-to-coast Columbia Network.



**Sets are priced to suit any purse.** The 62-piece set shown is but \$59.75, or \$19.00 less than the usual out-of-open-stock price and the chest is free. Other sets from \$33.50 to \$169.50. These sets come in any 1847 Rogers Bros. pattern and may be bought on easy terms. International Silver Company, Meriden, Conn.




**1847 Rogers Bros. patterns have distinction.** The very newest, “Adoration,” has the look of sterling, its center motif is so highly raised. “First Love” has this fine sterling craftsmanship, too. And “Lovelace” is richly pierced. Your 1847 Rogers Bros. dealer has these and other lovely designs.





"HIS EXCELLENCY"  
21 JEWELS \$1,000



*THESE* WATCHES ALSO HAVE THE  
SAME 21-JEWEL MOVEMENT AS  
THE NEW \$1,000 "HIS EXCELLENCY"

BULOVA

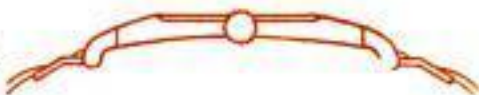
Official time-piece American



 Airlines—Coast to Coast



# Bulova announces "HIS EXCELLENCY" 21 JEWELS \$1,000

## A MIRACLE OF WATCH- MAKING SKILL

A streamlined wafer of precious iridium-platinum . . . curved to the wrist that will wear it proudly \* Flawless, blue-white Baguette diamonds frame the face; tiny round-cut diamonds mark the hours \*  It looks trimmer, slimmer, than any man's wrist watch you ever saw \* Yet the peak of man's watch-

making skill is there encased . . . the peak of Bulova workmanship \* This \$1,000 Bulova is for  relatively few men . . . perhaps two or three hundred in all the world \* But the miracle within this costly watch is now available to all who choose a 21-jewel Bulova! \* That same 21-jewel precision . . . in women's Bulovas . . . tinier than a dime. In handsome Bulovas for men . . . priced as  low as \$39.75 \* Your jeweler can show them to you, today. And no one can show you anything finer!

BULOVA WATCH COMPANY • FIFTH AVENUE • NEW YORK



# WATCHES

*Aristocrats of Beauty . . . Autocrats of Time*



"HOORAY! IT'S SO EASY TO CHOOSE  
FROM THIS GORGEOUS WEMBLEY ARRAY!"



*Priestley's*  
**NOR-EAST**  
**non-CRUSH**  
REG. U.S. PAT. OFF.

**Oh, Lady Santa Claus!**  
**Feast Your Eyes on Wembley Ties**

MADE OF

*Priestley's*  
**NOR-EAST**  
**non-CRUSH**  
\*REG. U.S. PAT. OFF.

**Now! No more jokes about Christmas ties...**

It's a "clinch" to choose Wembley  
Ties that a man will enjoy wearing.

These rich new color-tones go with every suit-color,  
every complexion! Wembley NOR-EAST Ties have  
won millions of men-friends, who know this enduring  
non-crush fabric.



**For Jonathan the First**  
Give Granddad—who likes to  
feel *young*—one of Wembley's  
Warm-Hue Ties or a new color-  
ful Triple-Tone.



**For Jonathan II**

Dad will like Wembley Forest  
Tones—or the Hi-Lite stripes  
just created by Wembley  
Style Institute. Fresh and  
new—they *stay* fresh—won't  
wrinkle.



**For Jonathan III**

The college age goes for  
Wembley's British Guards in  
bold stripes, or the dashing new  
Heather Plaids. Specially good,  
too, for wear with sports-clothes  
—at any age!



**LOOK FOR THE  
NOR-EAST  
LABEL**

At better stores from coast-to-coast

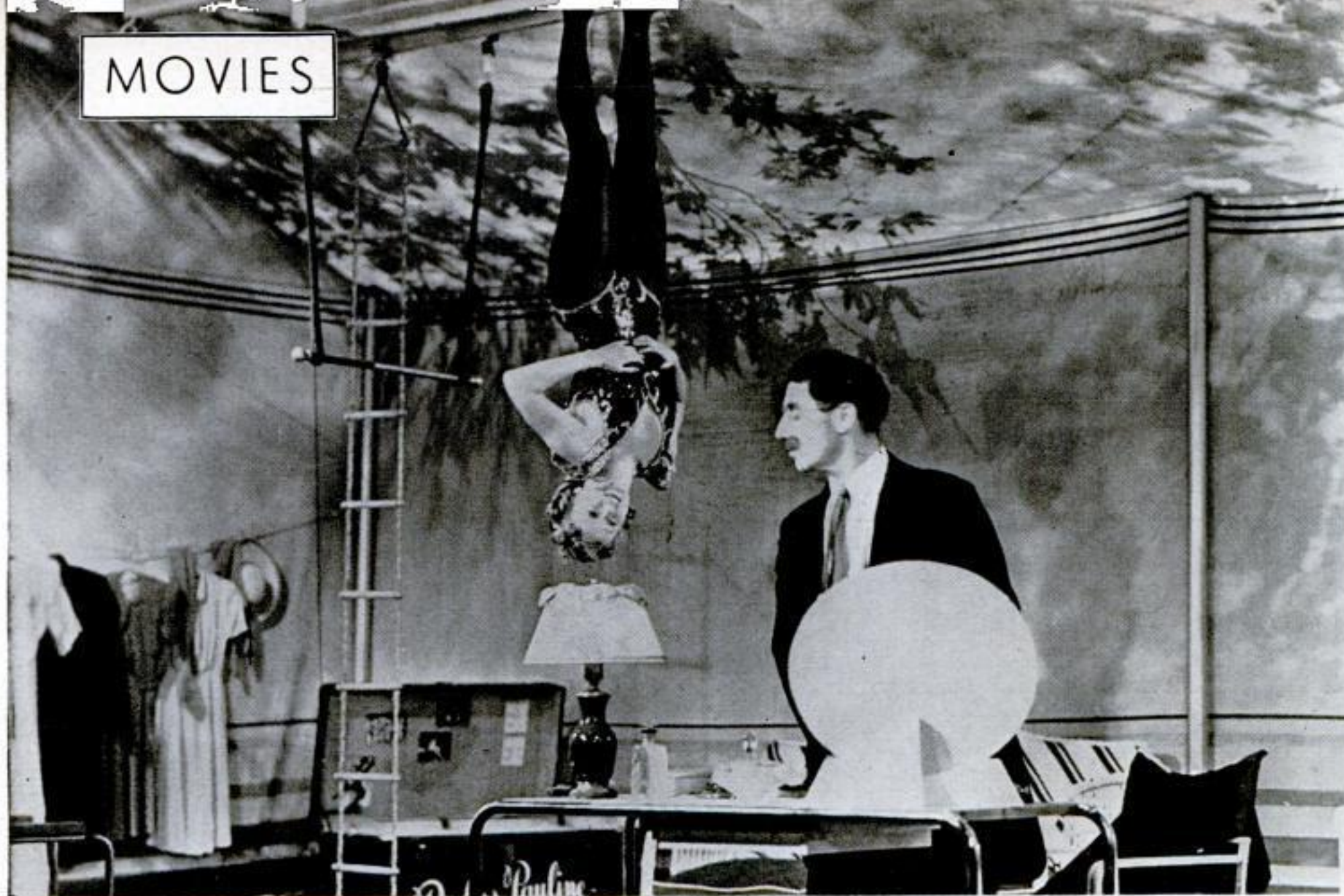
**Wembley**  
**CRAVATS**  
OF *Priestley's* NOR-EAST NON-CRUSH

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**Walking on the ceiling** by means of suction cups on her shoes is the circus specialty of Peerless Pauline, the upside-down woman (Eve Arden) in *At The Circus*. Her other

specialty is concealing the \$10,000 which a gang of crooks has stolen from the circus owner. Groucho, as J. Cheever Loophole, "the legal eagle," comes to recover the money.



**"The thing I like about you,"** quips Groucho as Pauline stows the wallet in her bosom, "is that money doesn't go to your head." When she invites him up on the ceiling, he re-

torts: "No, thanks. I'll sit this one out." He despairs of "getting that wallet without trouble from the Hays office" but finally joins her in upside-down rumba (below).



## THIS TIME IT'S A CIRCUS FOR THE THREE MARX BROS.

**A**t *The Circus* is the Marx Brothers' ninth movie. In pattern it closely follows all previous eight. Harpo, as usual, says nothing, whistles, plays the harp. Chico, as usual, acts stupid, plays the piano. Groucho, at various times a professor, a doctor and an opera impresario, is now a crackpot lawyer named J. Cheever Loophole, and as usual he is in wild pursuit of money. There is the usual maniacal destruction, the usual slapstick tumbling, the usual puns and gags. But this time their antics make only fair-to-middling entertainment. Perhaps the three maddest comedians on the U. S. screen need to abandon operas, races and circuses and develop a completely fresh pattern.

Funniest part of Marx Brothers Opus No. 9 comes in two early sequences. To secure legal help for his circus-owner boss, Chico sends for Groucho, then refuses to admit him to the circus train because he has no badge. Finally relenting, Chico gives Groucho a badge, then bars him because "that's last year's badge." Also up to old Marxian standards is the scene shown on this page, where Groucho, in pursuit of stolen money, invades the tent of Peerless Pauline, the upside-down woman who walks on the ceiling.



**Groucho is left dangling** when Peerless Pauline slips down from ceiling, decamps with the money. Harpo rescues him.









THIS SIBERIAN STRIP-TEASE, WHILE SHE SANG "MY HEART BELONGS TO DADDY," ROCKETED THE UNKNOWN TEXAS GIRL, MARY MARTIN, TO FAME AND FORTUNE A YEAR AGO

The pictures above appeared in LIFE once before. That was a year ago when an unknown girl from Weatherford, Tex., got up on a musical comedy stage for the first time in her life and sang a strip-tease song that rocked all hard-boiled Broadway (LIFE, Dec. 19, 1938). In almost no time the unknown girl from Texas was hailed as the find of the year, got her picture in the papers, appeared in the swankiest night clubs, broadcast over Rudy Vallee's program, sang for records and signed up with the movies. Her name, as you remember, was Mary Martin and her song *My Heart Belongs to Daddy*.

Below is Mary Martin in Hollywood. The gorgeous legs that once stunned Broadway are now

swathed in voluminous ruffles. As she strolls between the Paramount sound stages (opposite page) Mary smiles to recall that she was once in Hollywood before. That was little more than a year ago, when she canvassed the studios in vain. They told her her nose was wrong, her hair bad, her voice weak.

But when Mary began to perform in *The Great Victor Herbert*, they discovered that her face screened and her voice recorded so well that she will get star billing in the picture to appear around Christmas. Meanwhile, Paramount has bought up Clare Boothe's satire *Kiss the Boys Goodbye* for \$50,000 so that the girl from Texas can have the coveted part of movie-struck Southern Belle Cindy Lou (LIFE, Oct. 17, 1938) as her next stellar role.

## THE GIRL WHOSE "HEART BELONGS TO DADDY" IS NOW A HOLLYWOOD STAR

VICTORIAN FRILLS ARE WORN BY MARY IN "GREAT VICTOR HERBERT," HER FIRST MOVIE

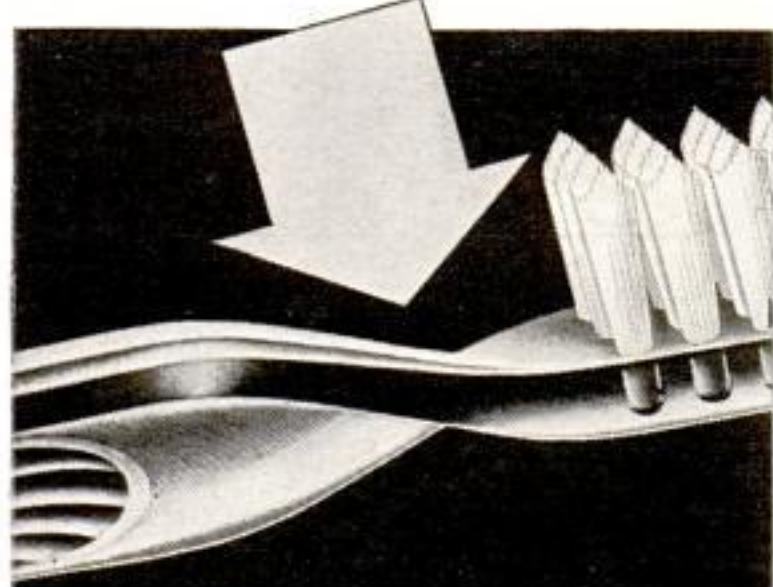


BETWEEN SHOTS MARY AND SANDRA LEE GO TO ICE CREAM WAGON ON PARAMOUNT LOT





Tooth Brush with  
**TWIST**  
enables you to do



**BETTER JOB**  
of massage, cleaning



with  
**LESS WORK**

**D**IFFERENT!—in design  
—in action—in results  
...that's the new D.D.  
Tooth Brush!

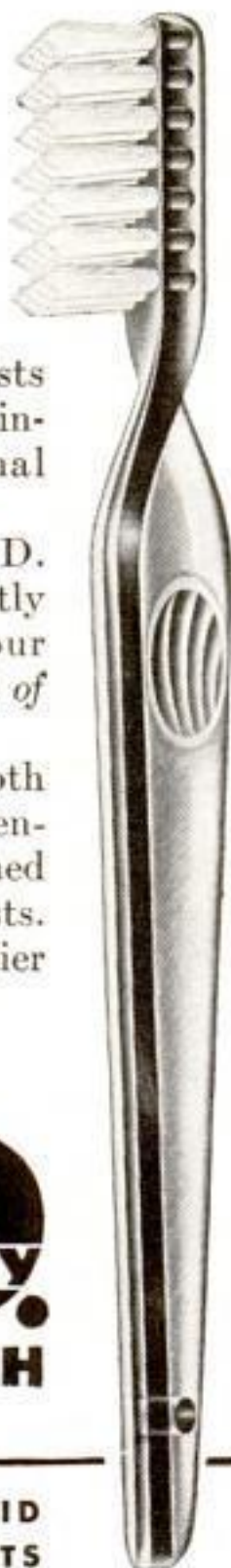
That exclusive twisted  
handle makes it easier to  
brush your teeth with the  
correct motion most dentists  
recommend, than to brush in-  
correctly with conventional  
brushes.

Not only does the new D.D.  
care for your teeth efficiently  
but it helps massage your  
gums, *in the same movement of  
the brush.*

Try the modern D.D. Tooth  
Brush today. Get the full ben-  
efit of a tooth brush designed  
with the aid of 1,000 dentists.  
Let it help you have healthier  
gums and a brighter smile!

**D.D.**  
**DOUBLE DUTY**  
**TOOTH BRUSH**

DESIGNED WITH THE AID  
OF OVER 1,000 DENTISTS



MODERN LIVING



HOW NOT TO SNUFF OUT A CIGARET IS ONE OF MANY BAD SMOKING HABITS DEMONSTRATED BY MISS LINDEN

## CLUBWOMEN GET LESSONS IN CIGARET SMOKING

**T**o a small group of members of the Society of New York State Women, Florence E. Linden, pretty registered nurse and ex-actress, recently lectured on the etiquette of cigaret smoking. The women were mostly over 40. The lecture was mostly about habits and manners which make smoking objectionable. The anomaly in these statements derives from the fact that 90% of women over 45 do not smoke and that the lecture was sponsored by Philip Morris & Co.

During the past year Miss Linden has toured the country lecturing to clubs, department-store employes, nurses, charm-school students on smoking manners. Women are the greatest potential market for future increase in cigaret sales. But women's bad smoking habits have furnished the

anti-women-smoking campaigners with their best ammunition. Therefore, in her lectures, Miss Linden smartly stresses all the things not to do with a cigaret.

Men's pet peeves against women smokers are 1) messy way of opening packages; 2) affected mannerisms; 3) puffing like a steam engine; 4) lipstick smears. Women growl at men smokers for 1) using dishes, flowerpots and rugs as ash trays; 2) dousing butts under faucet and then dropping in sink. To smokers of either sex Miss Linden advises: when smoking in bed use closed type of ash tray (smoking in bed caused hundreds of deaths last year); in the woods grind butt out against a tree; on a lawn let butt burn to ashes. For additional hints on smoking posed by Miss Linden turn page.

EXHALING WITH UNDERLIP EXTENDED RESULTS IN THIS



FORCEFUL BLOWING MAKES SMOKER LOOK LIKE FIRE EATER



CONTINUED ON NEXT PAGE



"This Christmas almost any family can start a movie record"



A MOVIE CAMERA is one of the most glamorous of gifts. Making movies is almost as much fun as watching them, and, of course, everyone's keen about that. Most important of all, perhaps, these reels of movie film are such a safe haven for our most precious memories.

Ciné-Kodak Eight, the "economy movie maker," gives you a complete movie scene for a dime or less. A scene runs as long on your screen as the average shot in the newsreels, and the Eight makes 20 to 30 such scenes on a roll of film costing only \$2, *finished, ready to show.*

... AND FOR PROJECTION. To show your pictures at their best, use Kodascope, the Eastman-made projector which teams up beautifully with Ciné-Kodak Eight. See both at your Ciné-Kodak dealer's... Eastman Kodak Co., Rochester, N. Y.

---

Give a Ciné-Kodak

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## WHEN YOU GIVE A RONSON

YOU GIVE

*Seven Priceless Things!*



★ ENDURING SERVICE

★ EXQUISITE JEWELRY

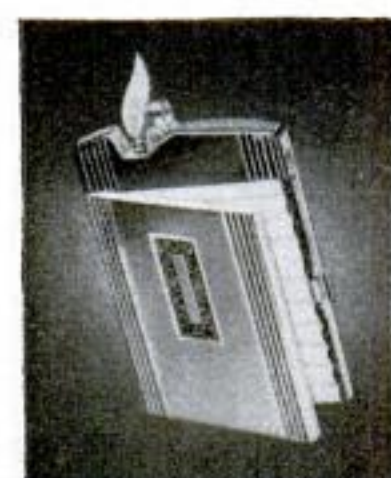
★ MODERN SMARTNESS

★ CONVENIENCE

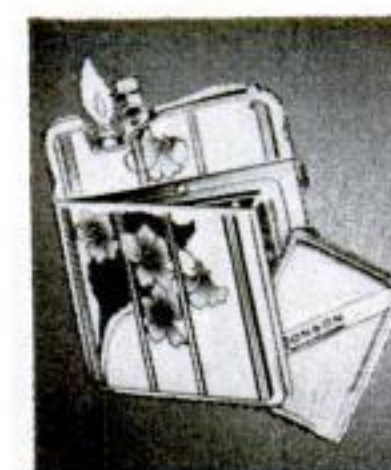
★ CLEANLINESS—  
No more messy match stubs

★ SAFETY—Prevents accidental match burns

★ GRATEFUL MEMORIES  
of the giver which will increase as the years go on



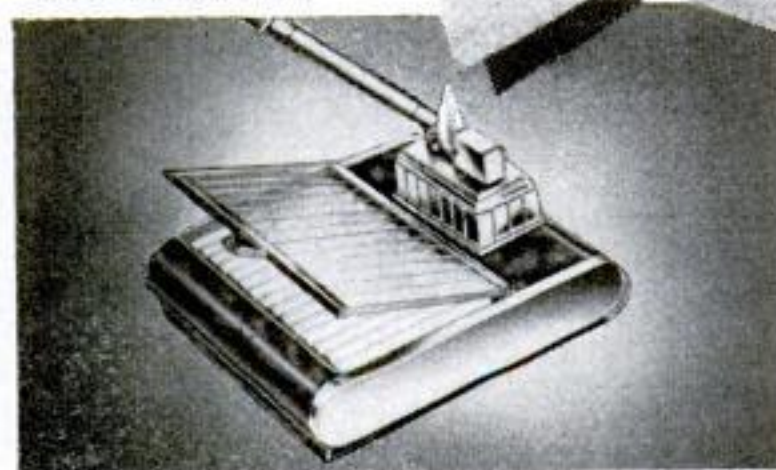
MONARCH—Slim, light and swagger lighter-cigar case. Practical and in excellent taste.



LADY-PACT—Lighter-vanity case. "Stunning is the word," say leading women's magazines.

shown top right VIKING TOUCH-TIP—Silver plated table lighter. Will save table linen, furniture, etc., from match burns. An impressive, useful gift.

shown top left ZEPHYR—Goldplate lighter-cigar case. Front and back panels, English Morocco leather.



TOUCH-TIP with CIGARETTE BOX—Lighter with copious cigarette compartment. Unbreakable, clear, crystal-like lid. An extremely impressive gift.



PENCILITER—Lighter combined with fine propeller pencil. An unusual gift... STANDARD—For his pocket or her handbag. A useful, lightweight, smart accessory of dress.

## RONSON

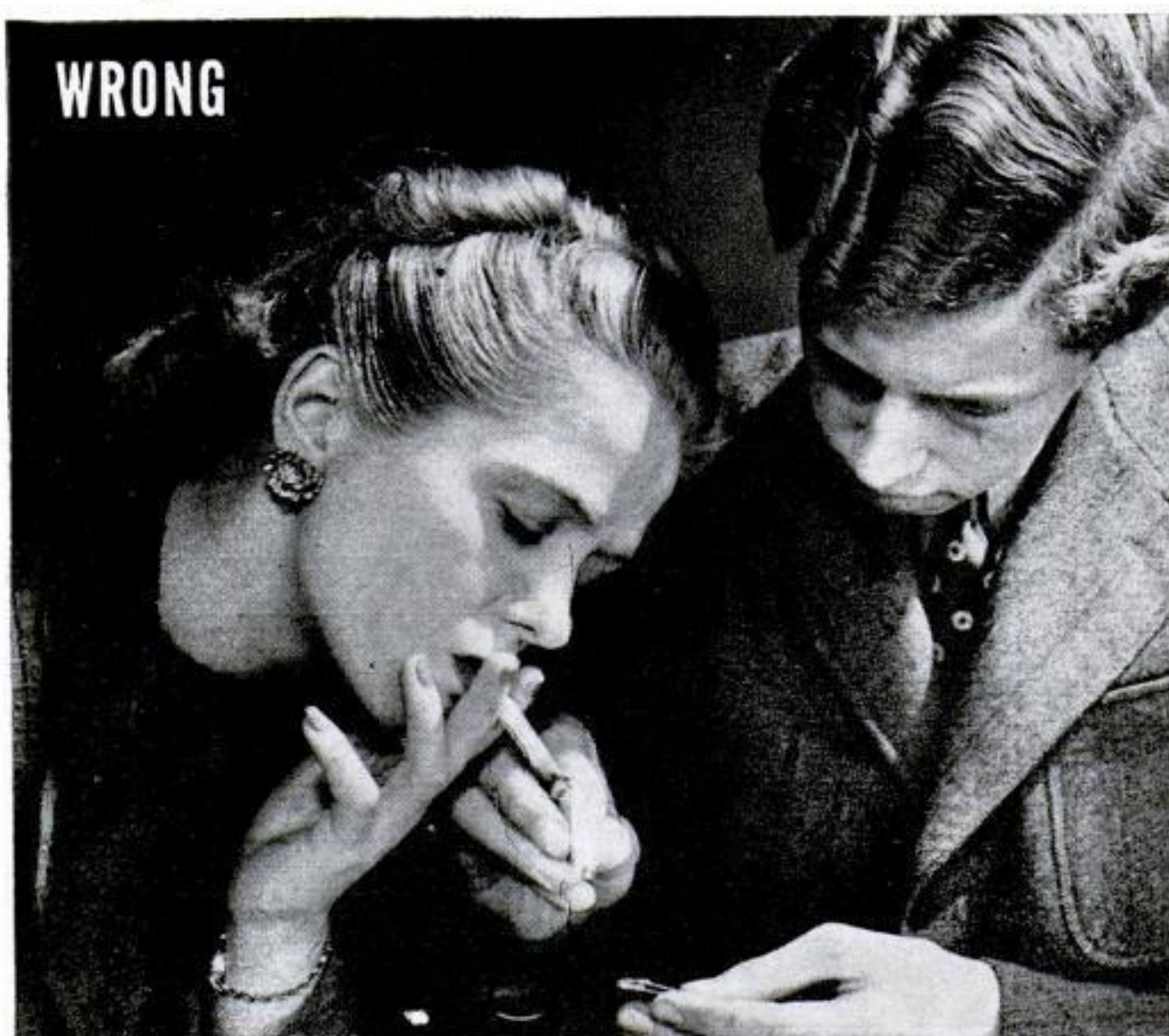
WORLD'S GREATEST LIGHTER

STYLES PICTURED, \$3.75 TO \$15.00  
OTHERS FROM \$3.75 TO \$30.00

See these and a wealth of other RONSONS at your jeweler, department store and stores selling smokers' fine articles. ★ ★ ★ RONSON, Newark, N. J. Also Toronto, Canada; and London, England.

## Smoking habits (continued)

WRONG



Lighting a cigaret is a hazard to eyelashes when match is held so low that head must be bent to reach it. Correct way: hold the match high, at right angle to the cigaret.

WRONG



Snuffing out a cigaret requires a firm hand and determination to kill all sparks. The cigaret should be crushed against ash tray, not sideways, as above, but head on.

WRONG



Affected smoking manners brand one as a novice. Common affectations are long holders, cupping hands over the cigaret and using fingers other than index and third.

*Sweethearts  
on the  
Ice*



Warm, furry ear muffs, turn up or down

## HUGGERS

*Caps for Boys  
Tops for Girls*

Your choice of gabardine ski cloth, plain and patterned corduroy, angora-like "Polar Bear" cloth, or warm plaid mackinaw.

Only Huggers actually hug the ears, due to patented construction. Look for the Hugger label. U. S. Patent 2,159,609.

At best stores everywhere!

**ARROW GLOVE CO.**  
521 South Franklin Street, CHICAGO

*Bright  
of EYE*



HE'S FED THE WORLD'S  
MOST FAMOUS DOG FOOD

● Your dog can't know about correct feeding. You must, if he's to be healthy, happy, alert.

Dog experts have made Spratt's their choice for 75 years. Spratt's Meat Fibrine Biscuit Foods are world famous because they contain only the finest ingredients, in the right form. Crisp-baked, they must be chewed, safeguarding teeth and digestion. Appetizing, economical, they contain both MEAT and WHEAT, furnishing twice the nourishment of lean meat alone.

Ask for Spratt's FIBO (granulated), SPIX (bone size), OVALS or ASSORTED BISCUITS.

**SPRATT'S**

FREE—write for 50 page book on Care of Dogs to: SPRATT'S, Dept. L-4, Newark, New Jersey, or San Francisco, Calif.

**SPRATT'S DOG BISCUIT FOODS**

**SMALL  
BURNS**

One application of comforting Resinol gives prompt relief. Its oily base soothes parched skin.

**RESINOL**

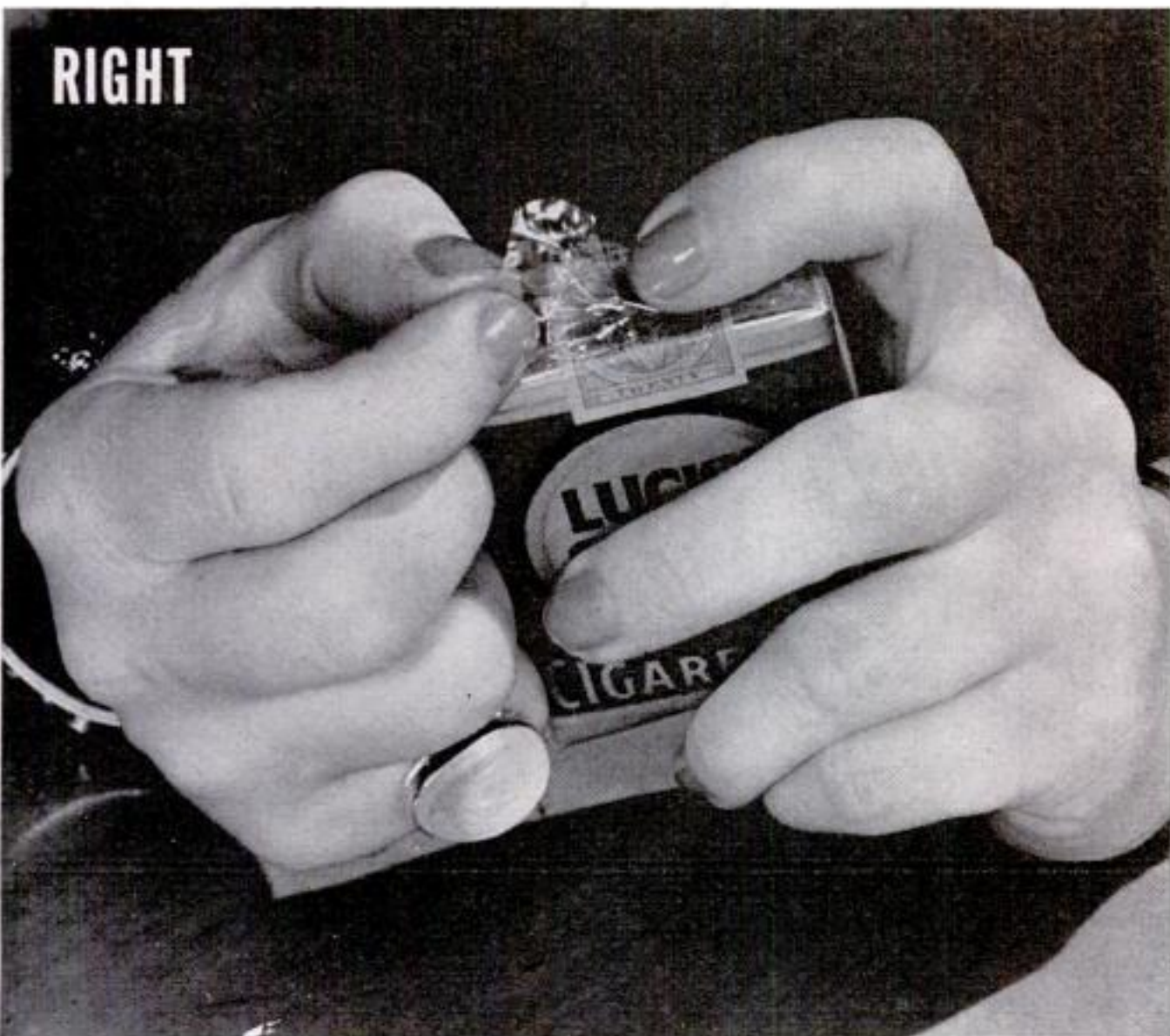


RIGHT



Moistening the lips before putting a cigaret in the mouth is a necessary precaution to prevent cigaret paper from adhering to dry lips and pulling off bits of skin.

RIGHT



Pack should be opened neatly at one end of top, not ripped across. Lucky Strike has a special tab to rip cellophane, Old Gold has a red band that rips off top.

RIGHT



Casual manner, cigaret between index and third finger, with smoke blowing away from smoker, is approved fashion. Except at lectures, Miss Linden does not smoke.

*For Distinguished Service*



AN  
IDEAL CHRISTMAS GIFT  
**Dewar's**  
**WHITE LABEL SCOTCH**  
and a set of Scotch Officer prints  
Write now for size 9 x 12 Scotch  
Officer prints, edition No. 2,  
without advertising... in time  
to frame them before Christmas.  
Send 25¢ to Schenley Import  
Corp., New York City, Dept. Y.

HONOURS OF *The Scots Guards*

Namur, 1695 Dettingen Lincelles Talavera Barrosa Fuentes d'Onor Nive  
Peninsula Waterloo Alma Inkerman Sevastopol Tel-el-Kebir Egypt, 1882  
Suakin, 1885 Modder River South Africa, 1899-1902 Retreat from Mons Marne, 1914  
Aisne, 1914 Ypres, 1914, '17 Festubert, 1915 Loos Somme, 1916, '18  
Cambrai, 1917, '18 Hindenburg Line France and Flanders, 1914-18

HONOURS  
OF DEWAR'S

**"White Label"** THE MEDAL SCOTCH  
OF THE WORLD

Award of the International  
Exposition of Agriculture, Buenos  
Aires, Argentina, 1910... one  of more than 60 medals  
honouring Dewar's White Label  
for Excellence in Scotch Whisky.

Seasoned veterans never fail to salute it at bars,  
old campaigners always enlist it to garrison their  
cellars, for the order of the day and night... is  
DEWAR'S *White Label*, the medal Scotch of the  
world. Use your intelligence department. Com-  
mand the highball of the highlands, DEWAR'S  
*White Label* and soda! Gentlemen, "At ease!"



Both 86.8 Proof • Blended Scotch Whisky  
Copr. 1939, Schenley Import Corp., N. Y.



*White Label*  
years old

*Victoria Vat*  
years old  
also known as  
Ne Plus Ultra



**Dewar's**

**"White Label"**

*The Medal SCOTCH of the World*

BLENDING SCOTCH WHISKY



# Do you want ALL-WINTER RADIATOR PROTECTION FOR ONLY \$1.50?

HERE'S the way many car owners do it every year! They put in a couple of quarts of Du Pont "Zerone" early in the season for protection against rusting and the sudden cold snaps they know will come.

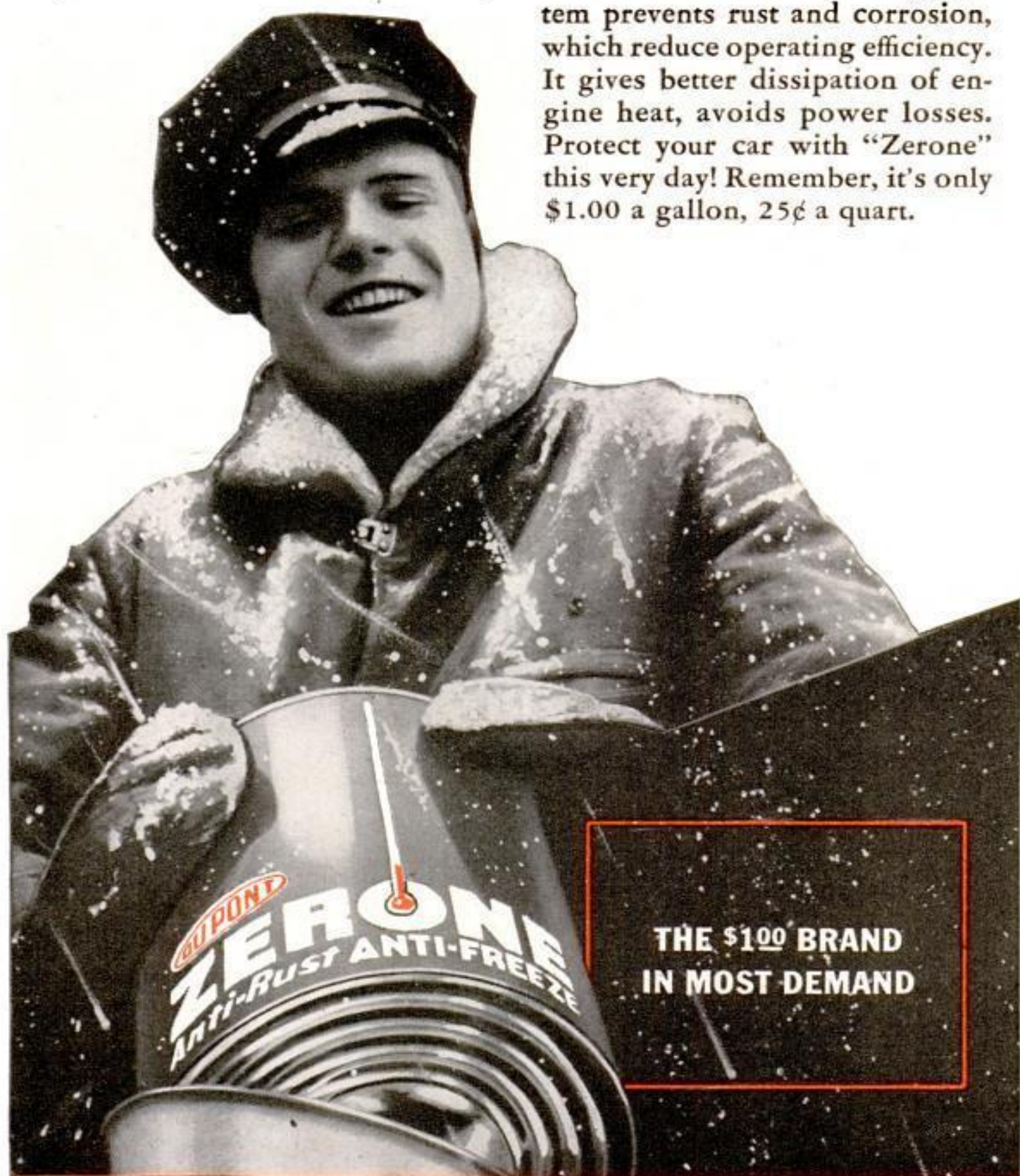
When winter gets down to real business, they add enough "Zerone" to protect them to lower temperatures. A total of six quarts, put in as needed, can protect a car with an average size cooling system for the entire winter. And six quarts of "Zerone" cost only

\$1.50! Just one gallon of "Zerone" protects an average size cooling system (15 quarts) to 1°. Five quarts would protect it to -12°; six quarts to -27°!

You may need a little more or less, depending on the condition and capacity of your car radiator and the severity of winter in your neighborhood. But the unusual efficiency of Du Pont "Zerone" will save you real money.

## PROTECTS AGAINST RUST AND CORROSION

"Zerone" in a clean cooling system prevents rust and corrosion, which reduce operating efficiency. It gives better dissipation of engine heat, avoids power losses. Protect your car with "Zerone" this very day! Remember, it's only \$1.00 a gallon, 25¢ a quart.



THE \$1.00 BRAND  
IN MOST DEMAND

**DU PONT**  
REG. U. S. PAT. OFF.

ONLY \$1 A GALLON

**ZERONE**  
REG. U. S. PAT. OFF.

**Anti-Rust ANTI-FREEZE**

## SCIENCE

# COLUMBIA OPENS ITS LABORATORIES TO PUT ON A SHOW FOR THE PUBLIC

Research laboratories do not encourage sightseeing tours, and what goes on behind their unmarked doors is a dark mystery to non-scientists. But last fortnight Columbia University, to celebrate the 75th Anniversary of its Engineering School, held open house. Its most famous professors played host to students, schoolteachers, general public.

From Columbia's laboratories have come some of the most notable discoveries of modern science. There Nobel Prizewinner Harold C. Urey found and prepared "heavy water" and later heavy carbon. Major Edwin H. Armstrong developed frequency modulation with its promise of staticless radio. Professor Colin G. Fink discovered how metal could be chromium-plated.

Visitors to the scientists' party saw the tall fractionating columns of Dr. Urey's heavy carbon still, and the cage of canaries he uses to warn of deadly gases. They saw oil films only one molecule thick being tested under pressures of 50 tons per square inch. They saw Atom Smasher John R. Dunning show how the radioactive chemicals he makes in his cyclotron can be traced throughout the body, showing doctors how food is digested and absorbed. They finished with such displays as the explosion of a thermite "bomb" and the twisting of thick iron bars like rubber.

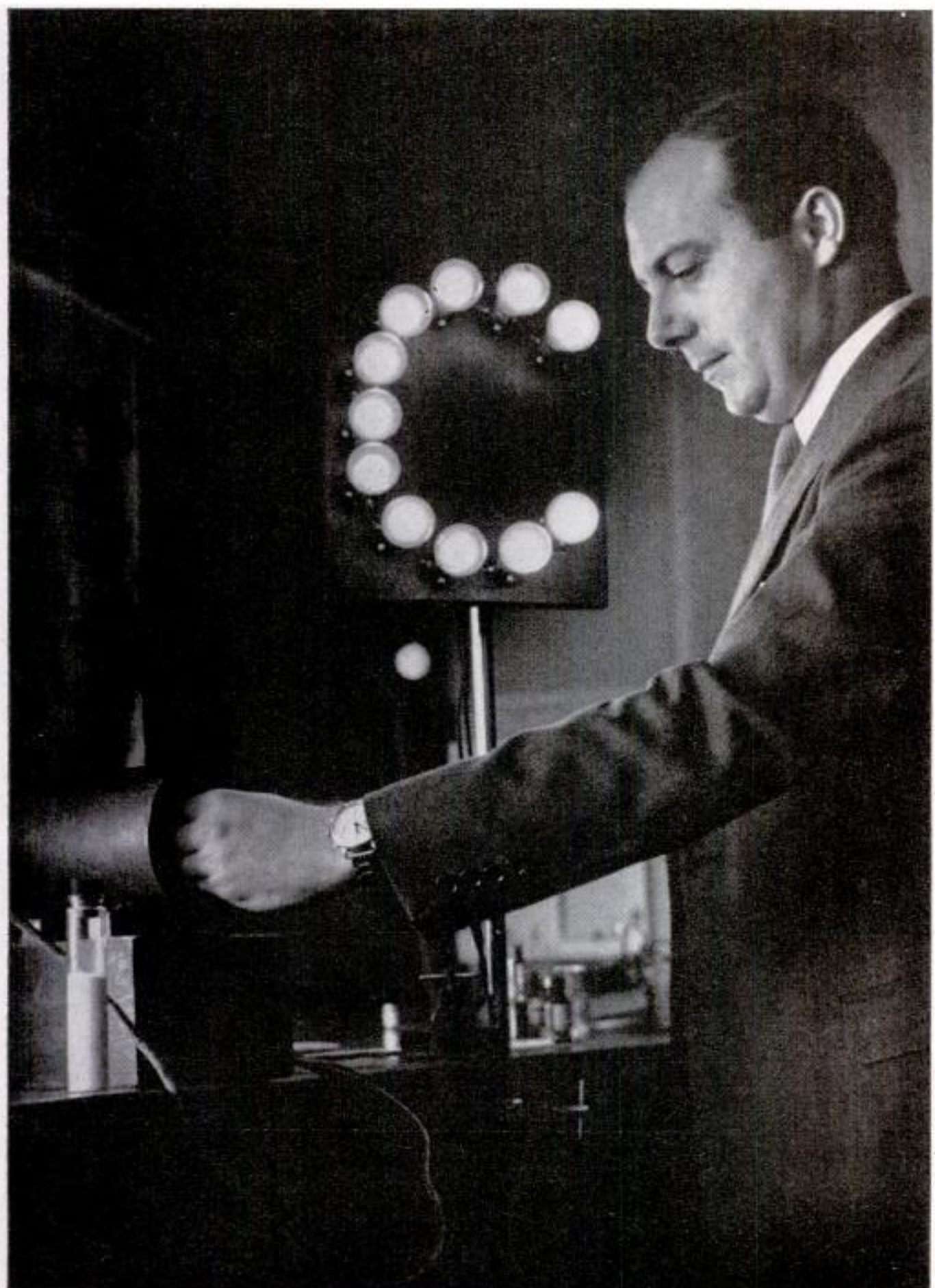


A brick wall crumbles in a compression machine. Tests like these enable engineers to determine the strength of building materials and to design more efficient structures.



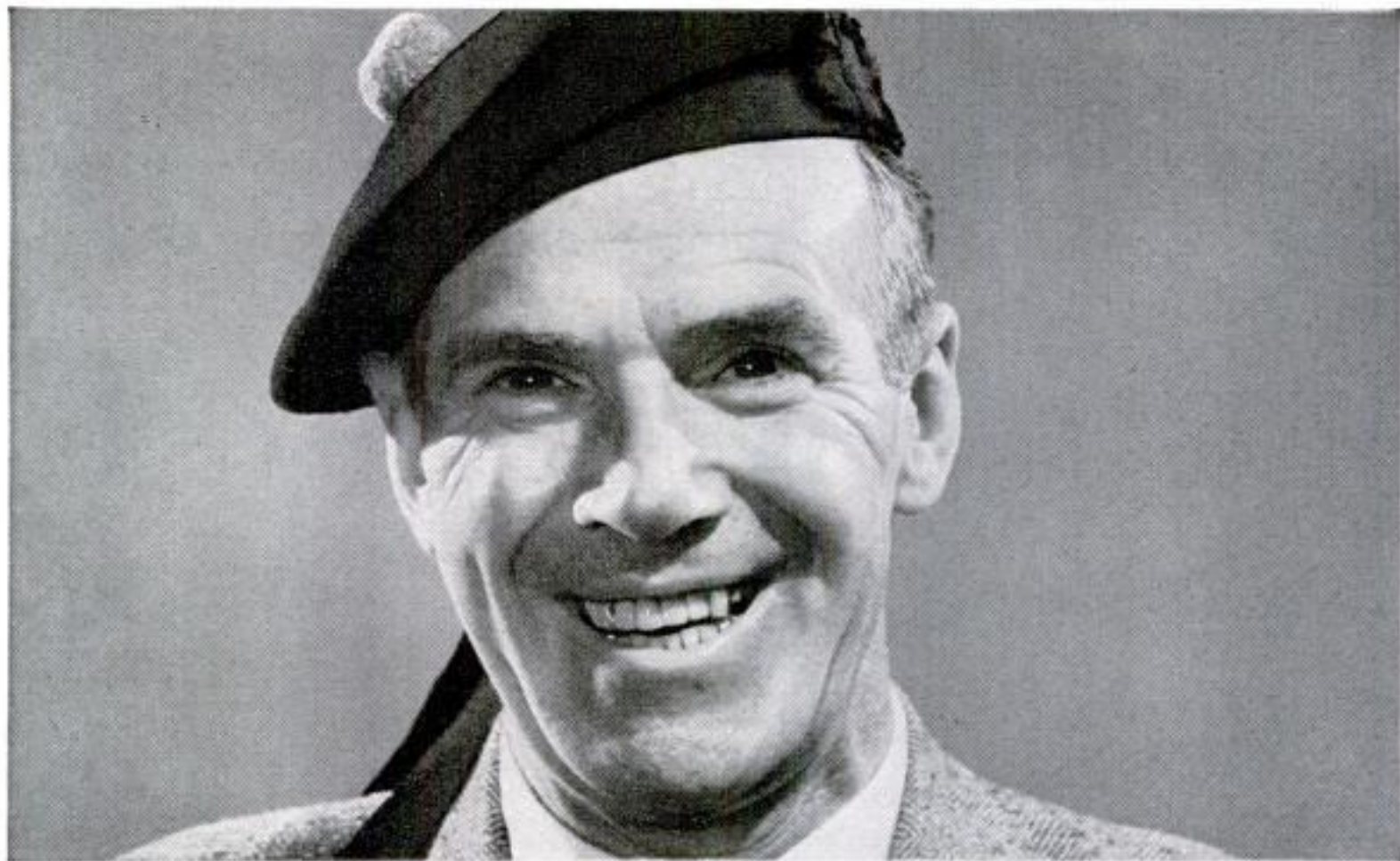


**A professor makes himself radioactive.** Physicist John R. Dunning mixes water and table salt made radioactive by bombarding it in the cyclotron, then drinks it.



**Bulbs are lighted** by electrons passing out of Dr. Dunning's hand into electron counter. The radioactive salt passes into blood and can be traced throughout his body.

CONTINUED ON NEXT PAGE



**YOU CAN TRAVEL** far to find a people more hospitable than the Scotch. Their friendly burr, their comfortable homes, their warm customs are things you will never forget. Nor will you forget a Scottish toast given with fine old **JOHNNIE WALKER!**



**THE KILT** and the bagpipes stand as unique Scottish symbols to all civilized people . . . and no less a symbol of the rich heritage of this country is mellow **JOHNNIE WALKER** whisky from Kilmarnock, known everywhere in the world for its fine body and flavour.



**FOR SCOTLAND** at its friendly best, pour yourself a **JOHNNIE WALKER** & Soda. Lift it. Sip it. Don't you agree? There's no finer whisky than Scotch, and among the world's great Scotches, **JOHNNIE WALKER** sets the pace!

Red Label, 8 years old • Black Label, 12 years old • Both 86.8 proof  
CANADA DRY GINGER ALE, INC., NEW YORK, N. Y., SOLE IMPORTERS  
OF JOHNNIE WALKER BLENDED SCOTCH WHISKY



# DAMON RUNYON

*famous author writes  
facts (and fiction) in Schenley Exam!*



## SCHENLEY'S "LIGHT IS RIGHT" EXAM

1. How are Schenley's light whiskies different from other whiskies?

They're "easier-going" — pass the throat without turning in an alarm. *Right!*

2. Does "light" mean short on flavor?

No. Has a light biscuit less flavor than a heavy one?

No-er-we mean *Right!*  
(Who's asking these questions?)

3. Is a "light" whiskey light in strength? **I guess so. Wrong!**

Schenley's are full strength, 90 proof

4. Is a "light" whiskey cheaper to make? **Judging by Schenley's prices, maybe yes. Wrong!**

It costs more to make a whiskey light — but huge demand permits those prices.

ONE MORE: Do you think "light is right" in whiskey?

Sure — Old Man Experience taught me that long ago!

*Damon Runyon*  
Signature

## "LIGHT IS RIGHT" ALL 4 WAYS

1. THE RIGHT FLAVOR of rich mellow whiskies... 2. THE RIGHT LIGHTNESS — achieved by Schenley's exclusive method of blending... 3. THE RIGHT STRENGTH — mild and smooth, yet full 90 proof... 4. THE RIGHT PRICE — today's best value in fine blends.

Ask for Schenley's Red Label or Schenley's Black Label

# SCHENLEY'S

## Light Whiskies

Schenley's Black Label 65% grain neutral spirits. Schenley's Red Label 72½% grain neutral spirits. Both blended whiskey. Copr. 1939, Schenley Distillers Corp., N.Y.C.

## Columbia laboratories (continued)



A thermite "bomb" is ignited with shower of sparks. Thermite is a mixture of powdered aluminum and iron oxide (ordinary iron rust) that burns at about 4,000° F.



Melted iron from the plate under the "bomb" has flowed like water under terrific heat. Thermite incendiary bombs may be Germany's much-boasted "secret weapon."





# The couple who were so terribly in love

*A Christmas Story*



HER NAME WAS Martha, and she kept a china pig in the bedroom. Every week she fed it a few coins and gave it an affectionate pat. "Take good care of them," she said; "they're for Tony's Christmas present."

Tony had a bank, too. A red fire house. And he slipped quarters down the chimney when he was sure Martha wasn't looking.

When Christmas came he put his arms around her and said, "I've bought you something beautiful, because you're the loveliest wife in the world. You'll never guess what!"

And she said, "I've bought you something accurate, because you're the most dependable husband in the world. You'll never guess what!"

Which is how it happens that they're both wearing Hamiltons now—and why they're more in love than ever!

*This Christmas Hamilton presents the most stunning men's strap models and the most beautiful women's watches in Hamilton's history. Hamilton makes only high-grade watches, \$37.50 to \$5000. See them at your jeweler's, or write for illustrated folder. Made in U. S. A. Important: All genuine diamond cased Hamilton watches are stamped Hamilton on the back of the case. Hamilton Watch Company, 955 Columbia Avenue, Lancaster, Pennsylvania.*

**Note:** Hamilton's experience building watches for railroad men insures greatest possible accuracy in every other size and grade that Hamilton makes.



# HAMILTON

*The Watch of Railroad Accuracy*



ROSALIE. 17 jewels. 14K natural gold. White decorative relief. Applied gold numerals . . . \$60

VAILE. 17 jewels. 14K white gold set with 22 diamonds. With gold-filled fittings . . . \$125

ANNETTE. 17 jewels. 14K white or natural gold-filled. With gold-filled bracelet . . . \$52.50

LADY HAMILTON (A2). 17 jewels. 2 fine diamonds. Case of 14K white or natural gold . . . \$65

MAXINE. 17 jewels. 10K gold-filled, natural or white. With gold-filled bracelet . . . \$42.50

ALLISON. 19 jewels. 14K natural gold. Spherical dial. With 18K applied gold numerals . . . \$90

ENDICOTT. 17 jewels. 10K natural gold-filled. Black enamel numeral or luminous dial . . . \$37.50

BOWMAN. 17 jewels. 14K natural gold-filled. Spherical dial. Applied gold numerals . . . \$52.50

DUNKIRK. 19 jewels. Mirror lapped 14K natural gold. 18K applied gold numerals . . . \$125





*Enjoy your favorite artists*

**...not only when  
they're on the air**

*but always...*

**with a**

**PHILCO**

*Radio Phonograph*

CONNIE BOSWELL  
Exclusive Decca Recording Artist



RAYMOND SCOTT  
Exclusive Columbia Recording Artist



FRANCES LANGFORD  
Exclusive Decca Recording Artist



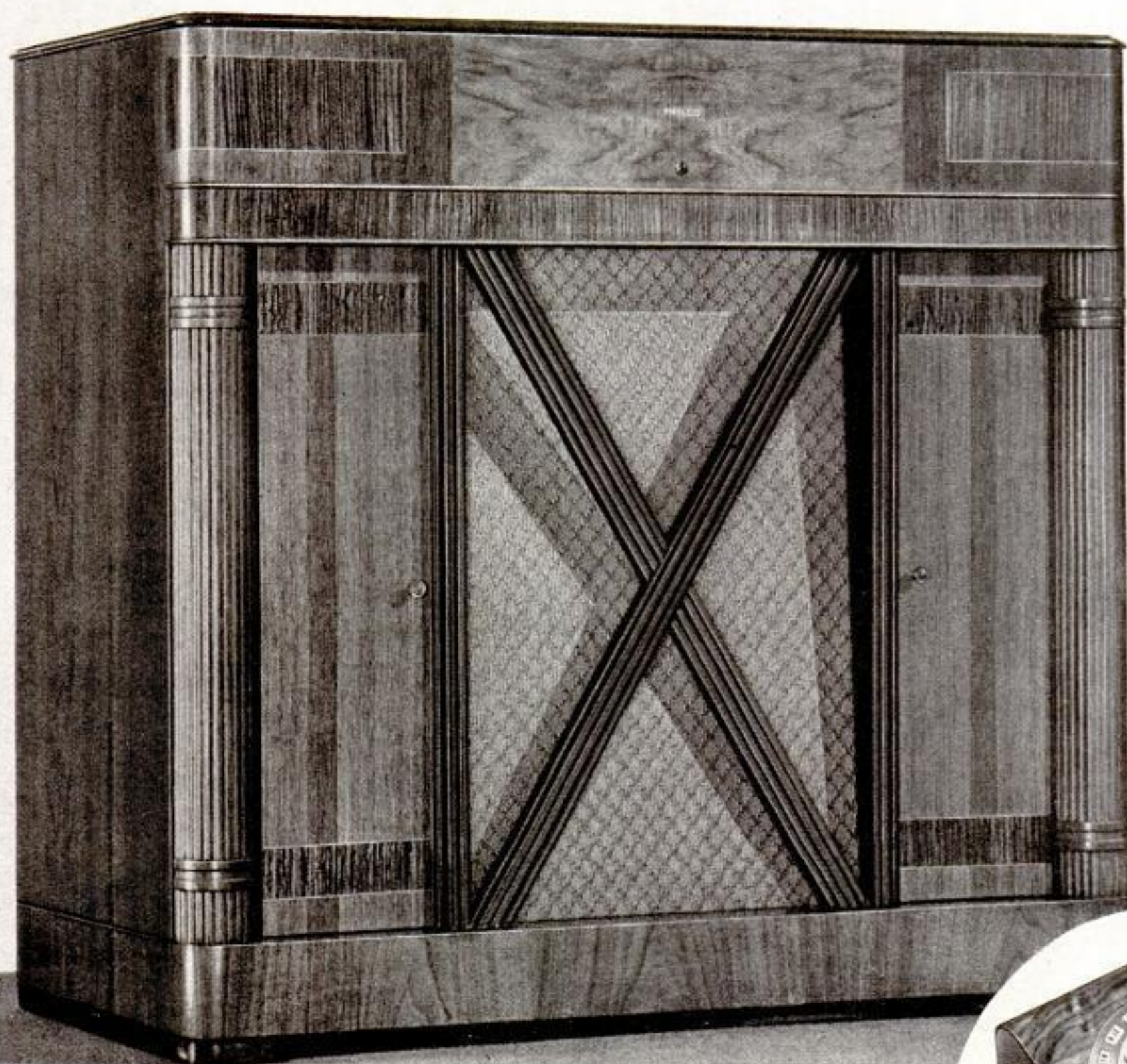
BARRY WOOD  
Exclusive Vocalion Recording Artist



HOWARD BARLOW  
Exclusive Columbia  
Recording Artist

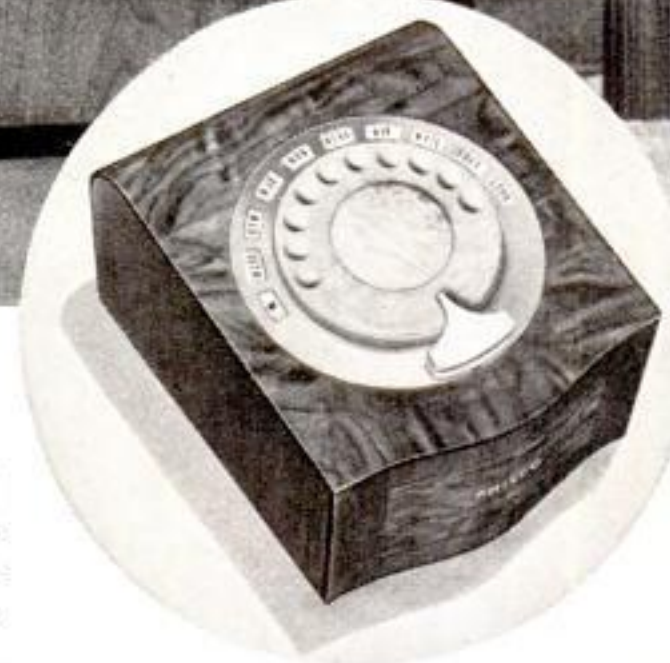


GUY LOMBARDO  
Exclusive Decca Recording Artist



**PHILCO 516 WITH WIRELESS REMOTE CONTROL**

Philco De Luxe Inter-Mix Record-Changer plays 14 ten and twelve inch records, intermixed in any order, at one loading . . . a full hour of continuous record music. Wireless Remote Control operates instrument from anywhere in your home without wires or plug-in connections of any kind, rejects records, switches back and forth from records to radio. American and Foreign reception. Yours on easy terms.



*Give a*  
**PHILCO** *Radio*





BENNY GOODMAN  
Exclusive Columbia  
Recording Artist

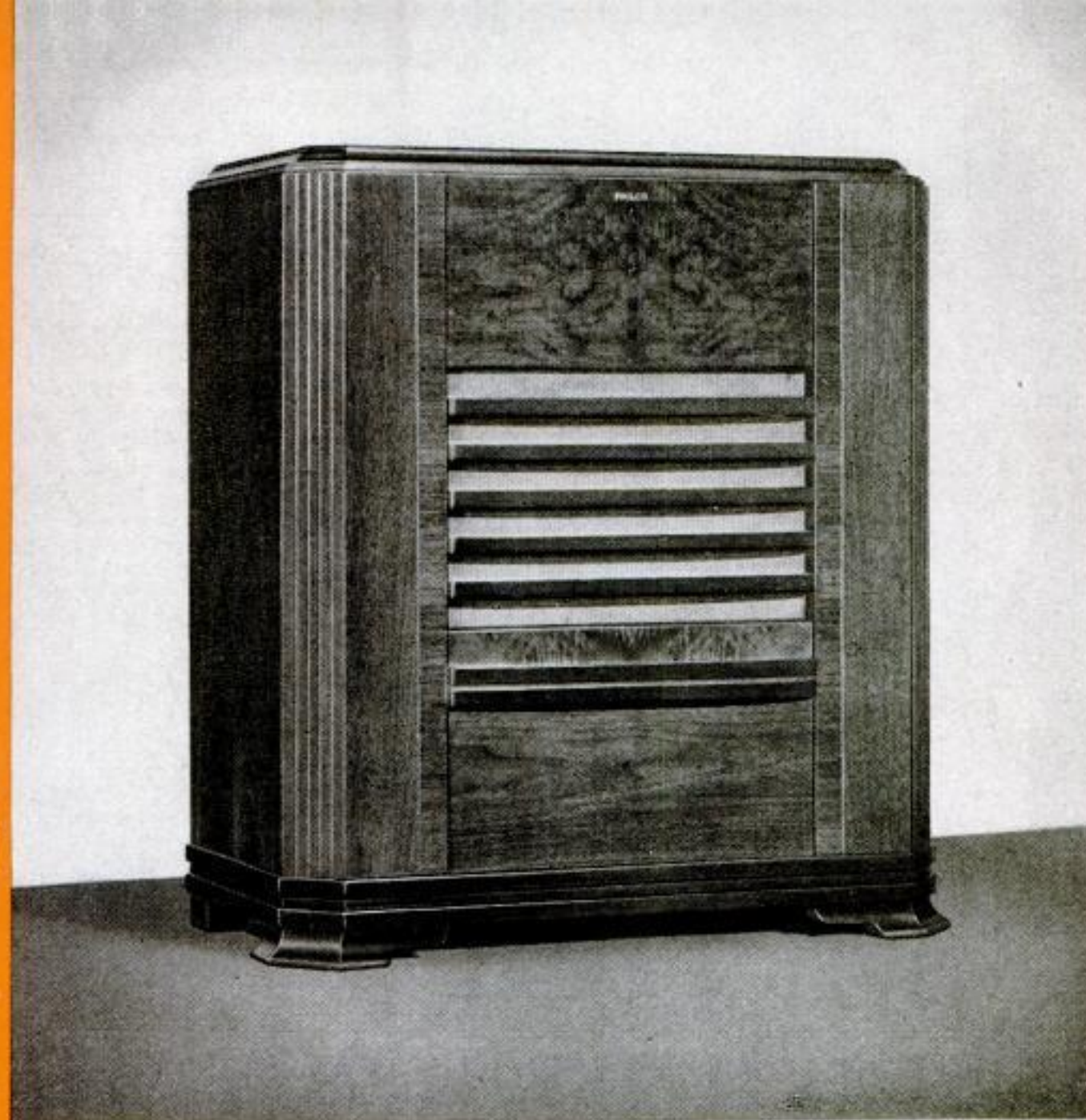
## PHILCO Radio-Phonographs bring you the world of recorded music . . with glorious new beauty of tone

*This Christmas*, add to the daily enjoyment of radio in your home the friendly companionship of the world of recorded music. Make your "family gift" a Philco Radio-Phonograph and enjoy the music you want *when* you want it. Your favorite radio programs when they're on the air. Stirring news reports, by short wave *direct* from Europe. And then programs of *your own choosing* . . . your best loved music, your favorite artists, bands and symphony orchestras . . . entertainment to match your mood at every moment!

New triumphs of invention from the laboratories of the world's most popular radio have made phonograph records *alive* with glorious new beauty of tone! In every Philco Radio-Phonograph you hear the thrilling result of special phonograph circuits coupled with new speaker refinements which bring to life the subtle richness, depth and tonal beauty of every record. In automatic operation, too, you find luxurious new conveniences which are yours *only* in a Philco Radio-Phonograph.

Visit the Philco dealer near you today. Ask for a demonstration of these lovely 1940 Philco Radio-Phonographs. Right now, in addition to the amazing low prices, dealers are offering for Christmas, *liberal* trade-in allowances and *special* terms that make it easy for you to enjoy a Philco Radio-Phonograph in your home on Christmas morning, and start paying next year on extremely easy monthly terms!

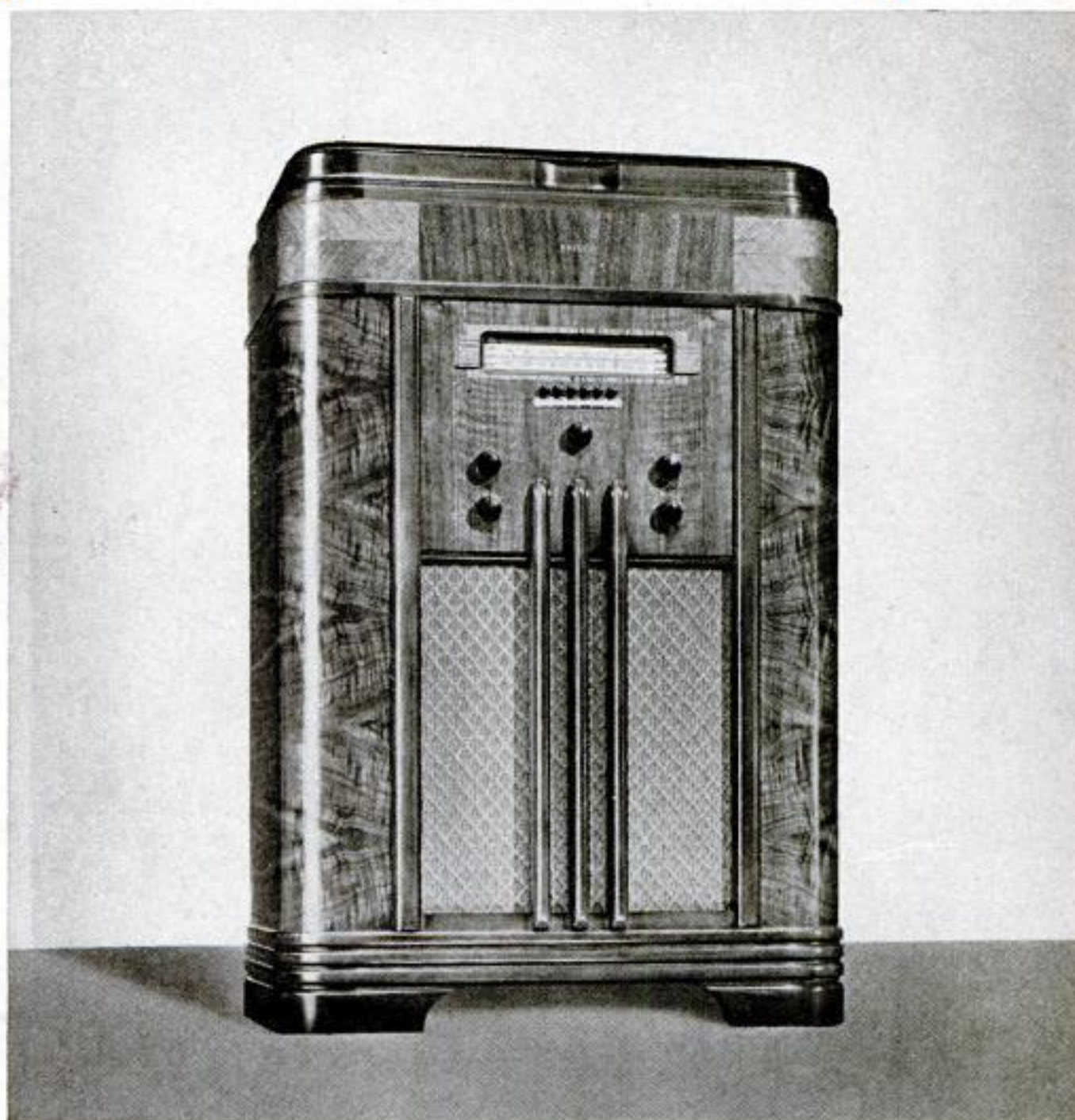
# Phonograph for Christmas



PHILCO 507 RADIO-PHONOGRAPH



In this smart, exquisitely designed cabinet you get the *essentials* of fine tone and luxurious convenience at moderate cost. Automatic Record-Changer plays, at one loading, twelve 10" or ten 12" records. Sound output has been *doubled*. You hear recorded music with thrilling richness, depth and lifelike reality. American and Foreign receiver with Built-in Super Aerial System . . . no aerial or ground wires needed; just plug in anywhere and play. Yours for only \$11.95 down.



PHILCO 525 RADIO-PHONOGRAPH



An outstanding value in tone, performance, convenience and cabinet beauty. Automatic Record-Changer plays twelve 10" or ten 12" records at one loading—an entire program of your favorite music without the bother of changing records! Unbelievably rich, velvety record tone. Built-in Super Aerial System eliminates aerial and ground wires . . . just plug in and play. Large cabinet of beautifully figured walnut. Yours for only \$10 down.



PHILCO 508 RADIO-PHONOGRAPH



Glorious tone, luxurious convenience and superb cabinet beauty. *Specially designed circuit* gives new and unlooked-for richness to recorded music. Automatic Record-Changer plays *ten to twelve records* at one loading. Powerful American and Foreign receiver, with Built-in Super Aerial System . . . just plug in anywhere and play; no aerial or ground wires to install. Cabinet of beautifully blended butt and sliced walnut. Yours for only \$13.95 down.





## Beautiful CONGRESS PLAYING CARDS — a Gay New Christmas Gift Box

**LET'S PUT IT THIS WAY:** How would you like to receive this exquisite new box of Congress Cards in your Christmas stocking? Of course you would! Here's one gift that carries holiday joy right through the year.

Congress Cards in the new Cel-u-tone Finish make any card game more fun to play. They're full of snap and vitality—good for long hours of play. From the many intriguing, colorful designs you can select a useful, economical Christmas gift that you *know* will be heartily and gratefully received.

**New Designs for Christmas**—In addition to the lovely set shown above with the new four-pack Holiday Gift Box, many other truly beautiful designs are now available in gift packages. Your dealer has these new designs in Congress Cards on display right now. Why not save yourself weary footsteps and endless hunting—give Congress Cards for Christmas.

**SUGGESTION**—Keep several sets of Congress Cards on hand for your own use. Let your guests break the seals. They'll appreciate the superior quality of these fine playing cards.



**The best value in playing cards carries our red U. S. Seal on revenue stamp**—Whatever price you pay for playing cards, look for this red U. S. seal on all U. S. brands, including famous *Bicycle*, *Enchanting*, *Riviera* and *Hamilton*. Be sure to look for the red U. S. seal.

**For more fun at home**, get your copy of "Official Rules of Card Games—Hoyle Up-to-Date." A big book containing 253 pages—rules for 125 different card games. Also on sale at stores selling cards—only 10¢.



*The New*  
**CONGRESS** *Playing Cards*  
CEL-U-TONE FINISH

### Largest Selling Book of Card Fun—only 10¢

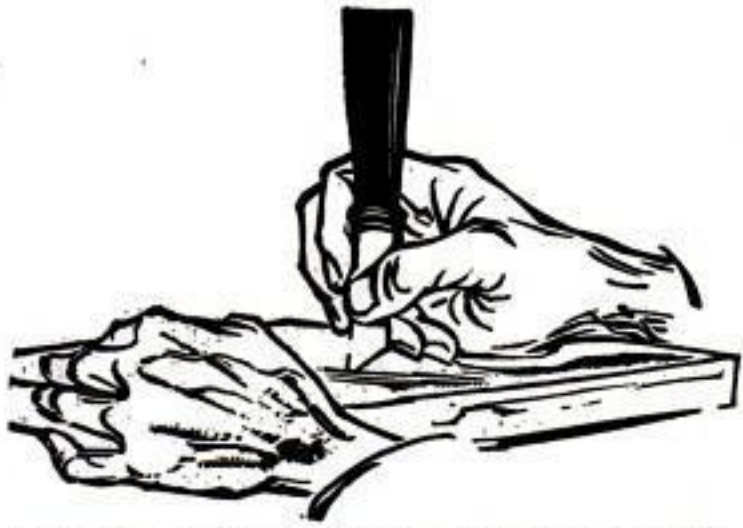
Make your home the most popular place in town. Send for this big new book of "Official Rules of Card Games—Hoyle Up-to-Date"—only 10¢ a copy.

The U. S. Playing Card Company, Dept. L-2, Cincinnati, Ohio. Enclosed find \_\_\_\_\_ for \_\_\_\_\_ books.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



# GERMANY'S FAMOUS WOOD ENGRAVER DEMONSTRATES HIS ART IN NEW BOOK



WOODBLOCK IS CUT WITH SHARP KNIFE



CROSS-SECTION OF BLOCK SHOWS CUTS

**M**aking a woodcut is an art which in its simplest form can be practiced by anyone. As a woodcutter grows more skilled, he can create works of great beauty like the wood engravings on this page.

These cuts were made by Hans Alexander Mueller, who came to America three years ago from Germany after 17 years as director of a woodcutting class at Leipzig Academy. On Dec. 15 his book, *Woodcuts & Wood Engravings, How I Make Them*, will be published

by the Pynson Printers, who are preparing nearly 300 of Mueller's own woodcuts and wood engravings as illustrations.

The process of woodcutting has not changed materially since it was perfected by Albrecht Dürer in 15th Century Germany. First step is to make a drawing on wood with soft pencil or India ink. Next step is to cut the picture into the block with sharp knives or gouges. Soft wood is best for woodcuts, and is usually prepared in blocks about an inch thick. Third step is to coat the block with printers' ink, press a piece of paper against the block and thereby transfer image to paper. To make colored woodcuts, the artist engraves a block for each color and one is surprinted on the other.

In the Middle Ages, wood engraving ranked high as a graphic art. Before the invention of movable type and steel engraving, it was the chief means of reproducing art in quantity. Later such famous artists as Holbein and Doré turned to black-and-white woodcuts as a dramatic form of expression. Wood engravings were used as illustrations in newspapers until about 1890, then nearly disappeared. In recent years the woodcut has had a modest revival. The publication of Hans Mueller's new book will probably give a new impetus to this art in America.

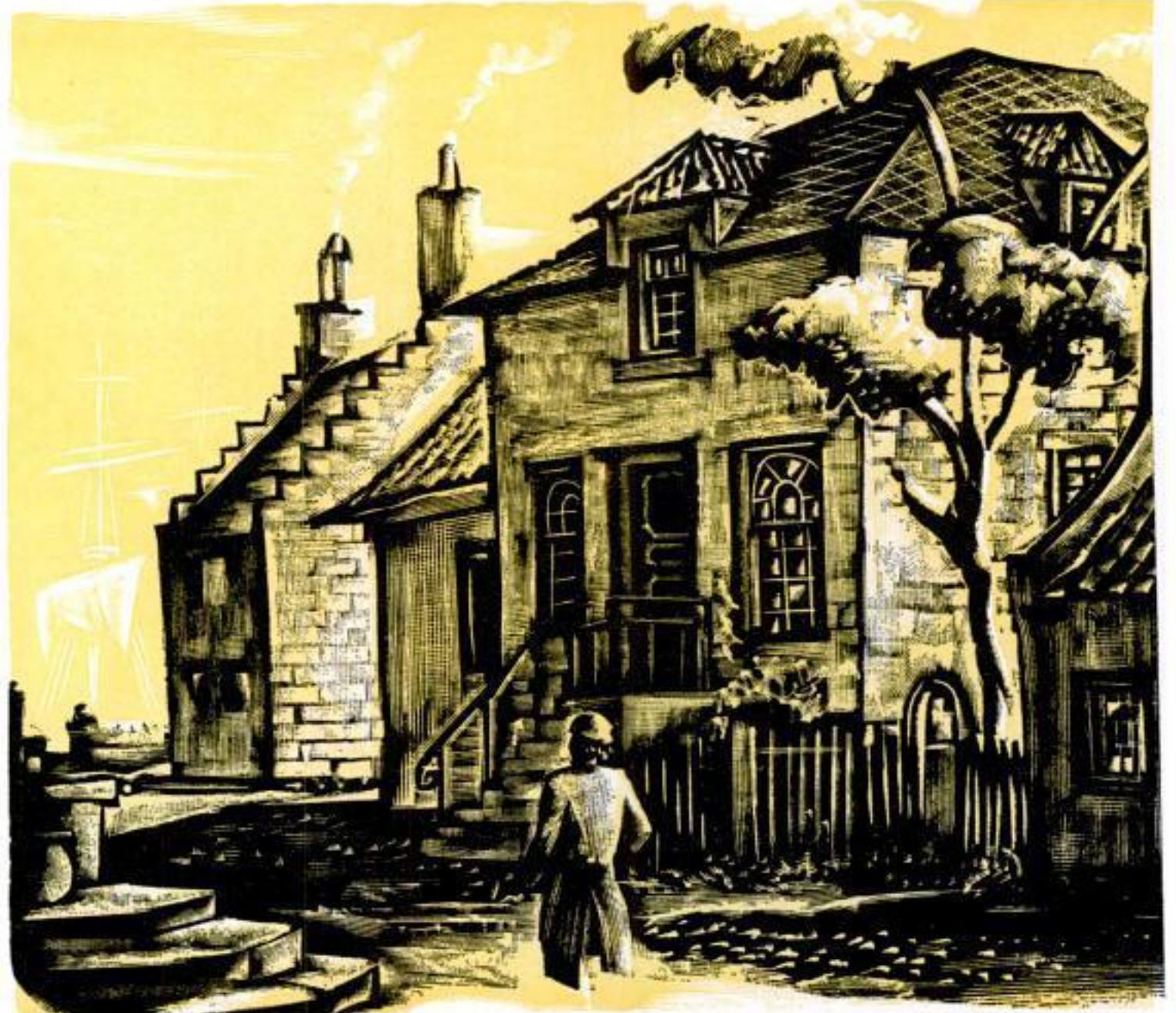


THIS PICTURE IS MADE BY SUPERIMPOSING BLACK AND YELLOW PRINTS

ONE BLOCK IS CUT WITH PARTS WHICH WILL APPEAR IN YELLOW

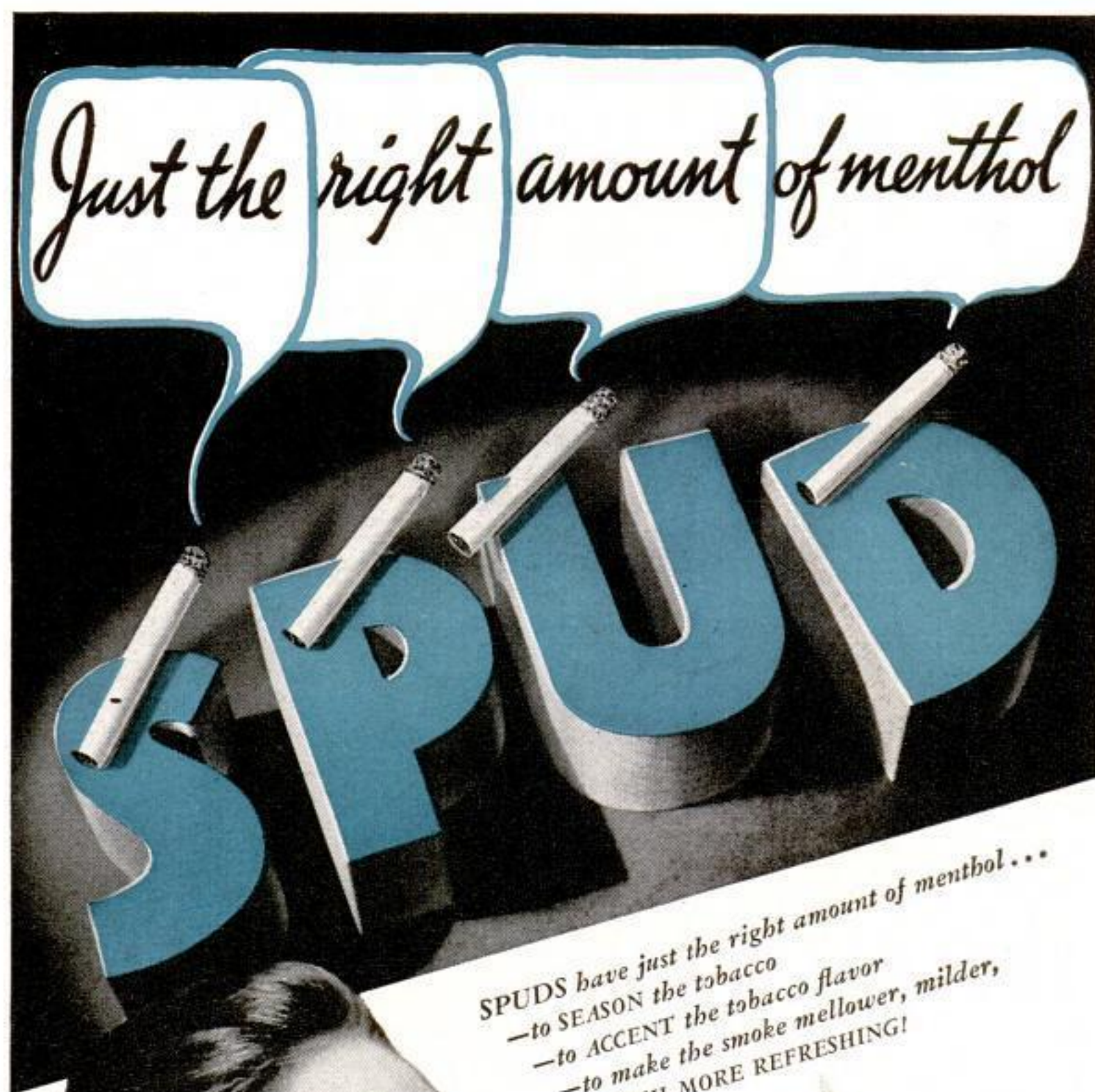


THE OTHER BLOCK CARRIES ONLY LINES WHICH WILL BE PRINTED IN BLACK



COMPLETE PICTURE COMBINES BLACK AND YELLOW AS SHOWN IN PRINT ABOVE





**COMPARE SPUDS**, puff for puff, with any and all other cigarettes, plain or mentholated.

Judge them on taste and after-taste—and the sheer joy of smoking.

Just the right amount of menthol makes Spud just the cigarette for you!

Make your next pack SPUDS, plain or cork-tipped—**and enjoy premium quality at no extra cost!**

**SPUDS ARE JUST RIGHT**

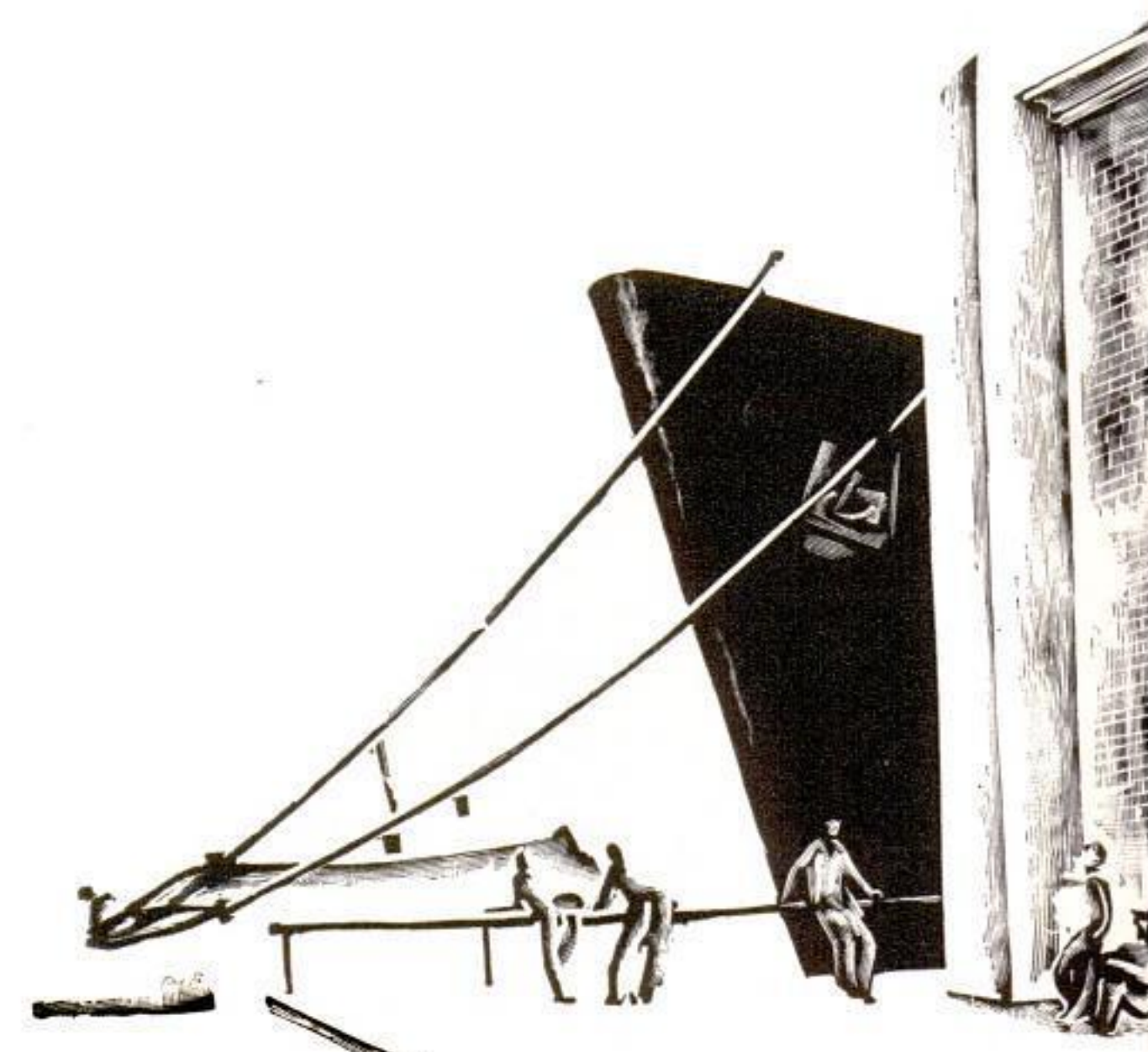


COPR. 1939, THE AXTON-FISHER TOBACCO CO., LOUISVILLE, KY.

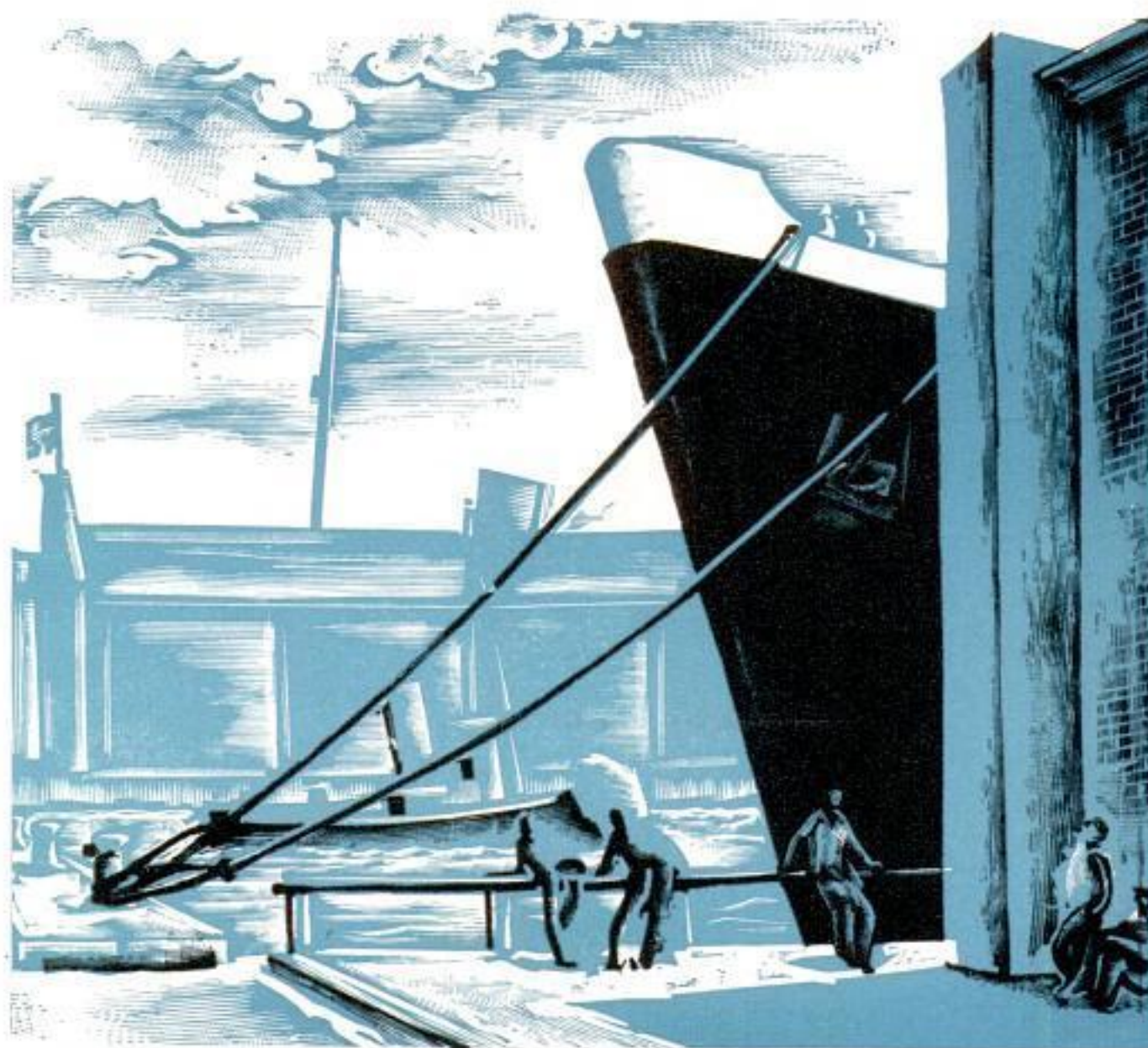
## Wood engravings (continued)



SHIPYARD SCENE BY HANS MUELLER IS FIRST PRINTED FROM GREEN BLOCK



A SECOND BLOCK IS CUT WITH DETAILS TO BE PRINTED IN BLACK



GREEN AND BLACK BLOCKS ARE COMBINED TO PRODUCE THIS RICH EFFECT





# Beauty

...and the brush  
without bristles! \*

ANIMAL BRISTLE TROUBLES ENDED FOREVER...

BETTER GET A  
MIRACLE-TUFT, MARGE; IT  
CAN'T SHED BRISTLES.



SPENDTHRIFT! MY NEW  
MIRACLE-TUFT WILL OUTLAST  
ANY TWO BRUSHES.



GET A MIRACLE-TUFT!  
IT CLEANS TEETH EASIER,  
BETTER, QUICKER.



ANIMAL BRISTLES!  
FAUGH! HOW HORRID!



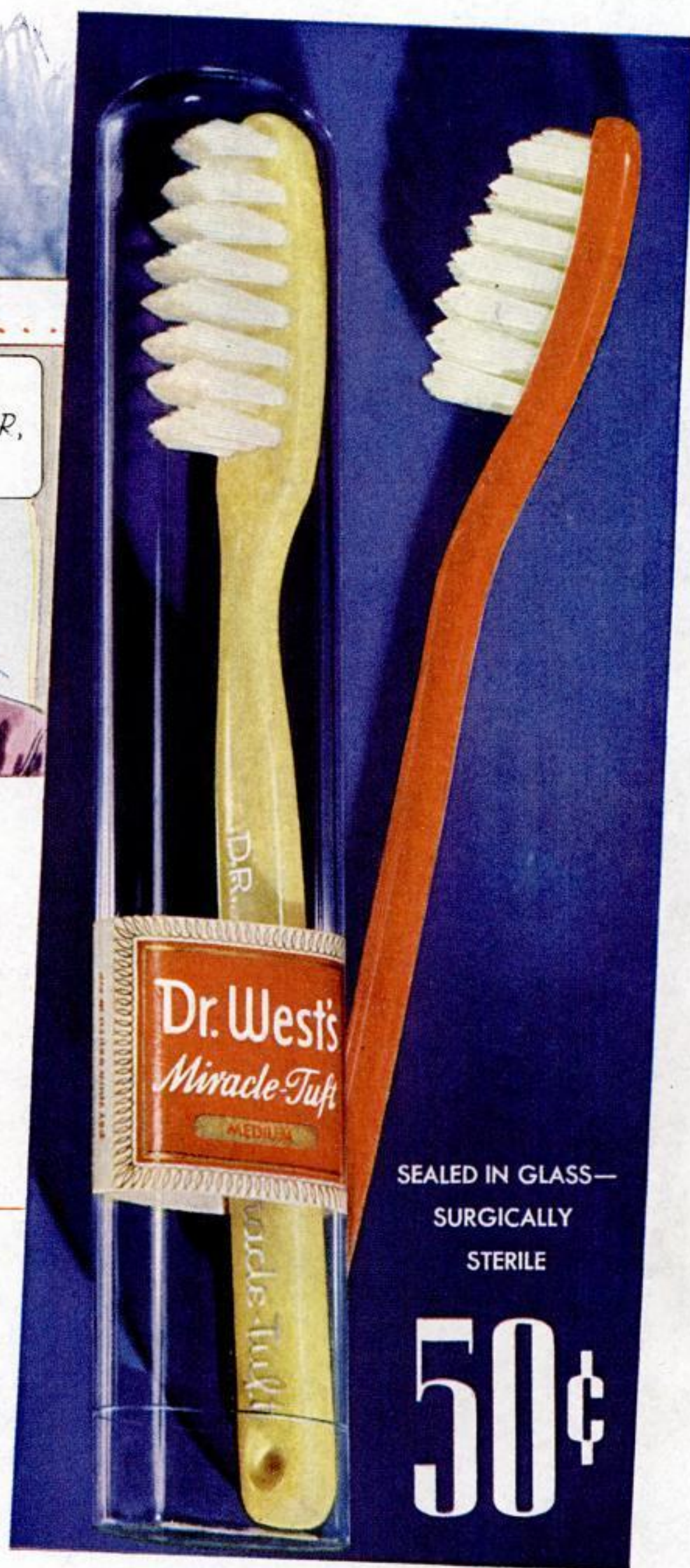
\* Heretofore, all toothbrushes have been made with animal bristles. Now after years of research, Du Pont Exton has been developed and is used in Dr. West's *Miracle-Tuft* exclusively. With this better brush, you experience an entirely new kind of thrill—the sparkling loveliness of your teeth *really* clean! *Miracle-Tuft* does not shed or get soggy. It is ideal for gum massage. In either the *Regular* or the two-row *Professional* model, Dr. West's *Miracle-Tuft* will bring new sparkling beauty to your smile.

Copr. 1939 by Weco Products Company

## Dr. West's *Miracle-Tuft*



MADE POSSIBLE BY AN AMAZING  
NEW INVENTION, **Du Pont EXTON**





# Do you know WHY THERE ARE BARBER POLES?



Surgeons were once called barbers! In 1461 when London barbers were incorporated, they were the only practicing surgeons and dentists in the city and their symbol was a spirally-striped pole with white signifying bandages and red indicating blood. To this very day, a red and white pole indicates a barber shop!

*A Free Booklet describing the origin of Human Customs sent on request.*

## Here's another custom based on fact:

The name GLENMORE has long identified a famous Bourbon with a rich, mellow flavor. Today it means that and more, for the House of Glenmore has produced Over One Million Barrels of Fine Kentucky Bourbon, a record attained by no other distillery! If you want an *unusual* whiskey, let your taste turn to GLENMORE, backed by more than One Million Barrels of experience. *Pour Glenmore... you get more.*

# Glenmore

THE DISTILLERY WITH MORE THAN  
A MILLION BARRELS EXPERIENCE

Glenmore Distilleries Co., Inc., Louisville, Ky.



Copr. 1939, Glenmore Distilleries Co., Inc.

Gold Label—100 Proof  
Silver Label—90 Proof

No. 17 of a series:  
FACTS  
BEHIND OUR  
HUMAN CUSTOMS



Look for the Glenmore Colonel  
... symbol of the proudest  
names in Kentucky whiskeys.



*The Aristocrat of Bonds*  
Kentucky Straight Bourbon Whiskey—  
Bottled in Bond—100 Proof



*You ought to know*  
**TOM HARDY**  
A Blend of Kentucky Straight Whiskeys  
90 Proof



*Change to MINT SPRINGS  
and keep the change*  
Kentucky Straight Bourbon Whiskey  
86.8 Proof





VICE ADMIRAL KOSHIRO OIKAWA (CENTER), COMMANDER OF JAPAN'S CHINA SEAS FLEET, MAPS PLANS WITH HIS STAFF BENEATH SHINTO SHRINE ABOARD HIS FLAGSHIP

## U. S. WATCHES JAPANESE POLICY IN THE PACIFIC

by MAJOR GEORGE FIELDING ELIOT

**W**hile the war in Europe is occupying the greater part of the attention of the American public, its repercussions are spreading across the world. In the Far East our veteran consul general at Shanghai, Mr. Clarence E. Gauss, has just sailed for Manila for a three-cornered conference with Admiral Thomas C. Hart, commander in chief of the Asiatic Fleet, and High Commissioner Francis B. Sayre of the Philippines. These three representatives of Uncle Sam in the Orient may well discuss, for example, the threat of a German attack on The Netherlands, which calls to mind the existence of the magnificent Dutch Colonial Empire in the East Indies.

The menace to the Netherlands Indies comes not from Germany but from Japan. The Japanese desire,

above all things, a free hand in the Far East—an impregnable strategic position unassailable by any combination of western powers. They do not have such a position now because, being an insular empire and increasingly dependent upon their overseas trade, they are vulnerable to blockade. There are only two ways of attacking any country: 1) by assault, 2) by investment. Japan need not fear assault. Her armed forces and her distance from the other great powers make this impracticable, except as she might be attacked by air from the Russian bases on the Sea of Japan. She can, however, be blockaded by naval forces operating in the south Pacific and the south China Sea, and it is in this direction that her naval leaders have long looked with anxious eyes. It is for this reason that the construction by the British of a great naval base at Singapore was so profoundly disturbing to Japanese naval men.

A glance at the maps on the following pages will show what tremendous advantages possession of the Netherlands Indies would give to Japan. These islands surround and command approaches to Singapore. In Japanese hands they would completely neutralize that great British base. They would provide Japan with a direct approach to Australia. They cut off Hong Kong, French Indo-China and

our own Philippine Islands from communication with the outer world. They have the best and largest oil production of the Far East, and oil—so necessary to modern naval and military operations—is one of Japan's great lacks.

It is well to remember that Japan has invariably sought the achievement of her ambitions in the Far East at a time when the Western powers were otherwise occupied. Her seizure of the Island of Hainan, followed by her occupation of Spratly Island, are indications that she is not forgetting to keep an eye to the south while she pursues her continental policy in China. A German invasion of The Netherlands might afford ample excuses for Japan to interfere in the Netherlands Indies to "maintain order," or "protect her interests" or any other of the well-worn pretexts employed on such occasions.

A Japanese attack on the East Indies would not, of course, be unopposed. The Dutch naval forces in those waters include three or four cruisers, eight destroyers, 15 submarines and a flotilla of mine sweepers and mine layers. There is a fully equipped and well-defended naval base at Soerabaja in Java and a naval air base at Amboina where some 60 large flying boats are stationed. There is a well-trained and well-equipped little army, partly of white and



## U. S. watches Pacific (continued)

partly of native troops, some 40,000 strong, with some 200 assorted military aircraft. These forces could not, of course, long resist a full-scale Japanese attack but they certainly could impose some delay on the Japanese penetration of the islands. Delay is indeed the function for which they are designed, the Dutch having always realized that the defense of their islands is really as important to Great Britain as to themselves.

But British assistance under present conditions is a very doubtful quantity. When the war began, the combined forces of the British China and East Indies squadrons were nine cruisers, one cruiser mine layer, one aircraft carrier, twelve destroyers and 15 submarines. To this might be added the Australian and New Zealand forces totaling seven cruisers and five destroyers. How many of these ships have been withdrawn for service elsewhere is not known, but it will be observed that there are no British battle-ships in the Far East, and even if the Mediterranean Fleet could be sent there, which is doubtful, it includes only three battleships as against Japan's ten.

But there is one force in the Pacific area—and only one—which the Japanese regard with real respect, if not anxiety. That is the United States Fleet, based in Hawaii. What our attitude would be regarding a possible Japanese attack on the Netherlands Indies is, of course, difficult to say. One cannot picture the American public's lightly embarking upon a war to defend these distant islands. But from the tough attitude taken by the administration toward Japan as indicated by the abrogation of the commercial treaty and the scoldings by our Ambassador Grew, it is obvious that Roosevelt & Co. are thoroughly aware of the possibilities of aggressive naval expansion by Japan in the Pacific. Thus, from the point of view of the Japanese naval staff, it is

impossible seriously to consider such an enterprise unless they are assured that we will not interfere. Thus our naval establishment in the Pacific theoretically serves to keep us out of war by imposing a practical check upon Japanese enterprises which otherwise might lead us into war. Not only would Japanese invasion of the Netherlands Indies interfere with our tin and rubber supplies, but it would reduce the Philippines to a status of complete dependency on Japanese good will as to exterior communications. Out of these two situations might easily arise circumstances which the American people would regard as a *casus belli*.

Shown in detail at right is a map of half the world—geographically the lesser-known half. Its 460,000,000 people live at the strategic crossroads of American, Dutch, British and Japanese shipping lanes, cables, airways, military bases and territories.

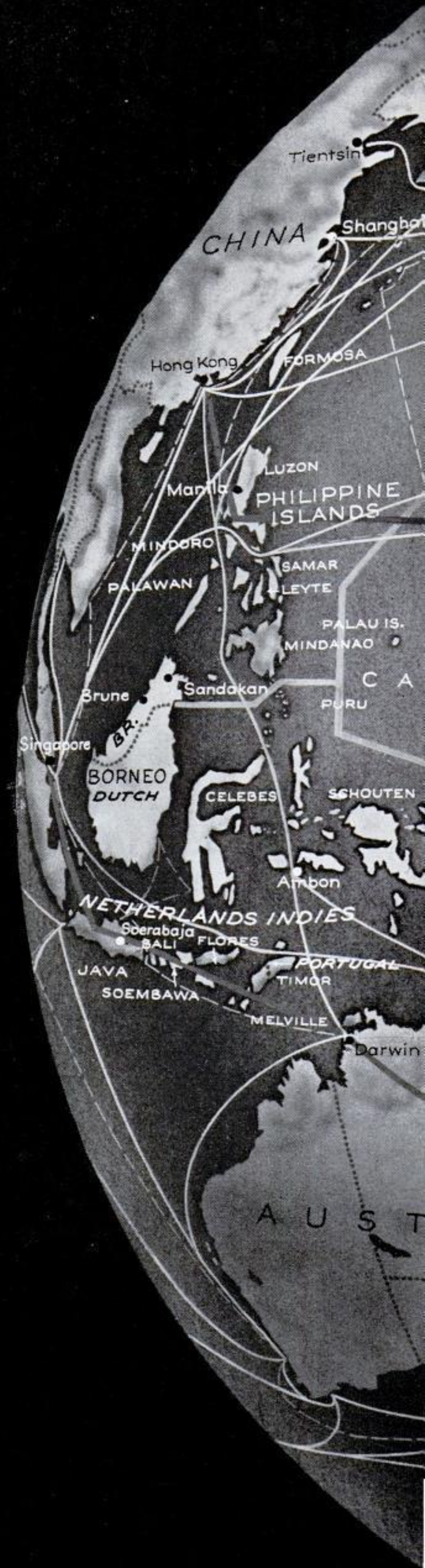
A glance at this map shows that the Philippines under U. S. protection until at least 1946, lie directly athwart Japan's line of expansion southward toward the Netherlands Indies, whose value to Japan is explained in the accompanying text. At the same time Japan lies directly athwart the "Great Circle" shipping lanes between the U. S. and Philippines.

Should Japan and the U. S. go to war over the Philippines, the U. S. Navy would have to spend a year or two fighting its way westward to Guam, from which point it could begin to exercise serious pressure against Japan's sea communications. If the Netherlands Indies were the bone of contention, the use of the Dutch base at Soerabaja would be of some help; still more so would be Australian and British support, affording us a protected line of communication via Samoa, Torres Strait, Port Darwin and Singapore.



Japan's southward expansion runs parallel to the lifeline on which its commercial expansion depends and over which oil for its Navy is brought from Borneo (Dutch). After at-

tacking central China in 1937, Japan seized Hainan last February, Spratly Island (near Singapore) in March and is now attacking south China from the Pakhoi peninsula.



— SEA LANES  
 - - - CABLES  
 — TERRITORIAL WATERS

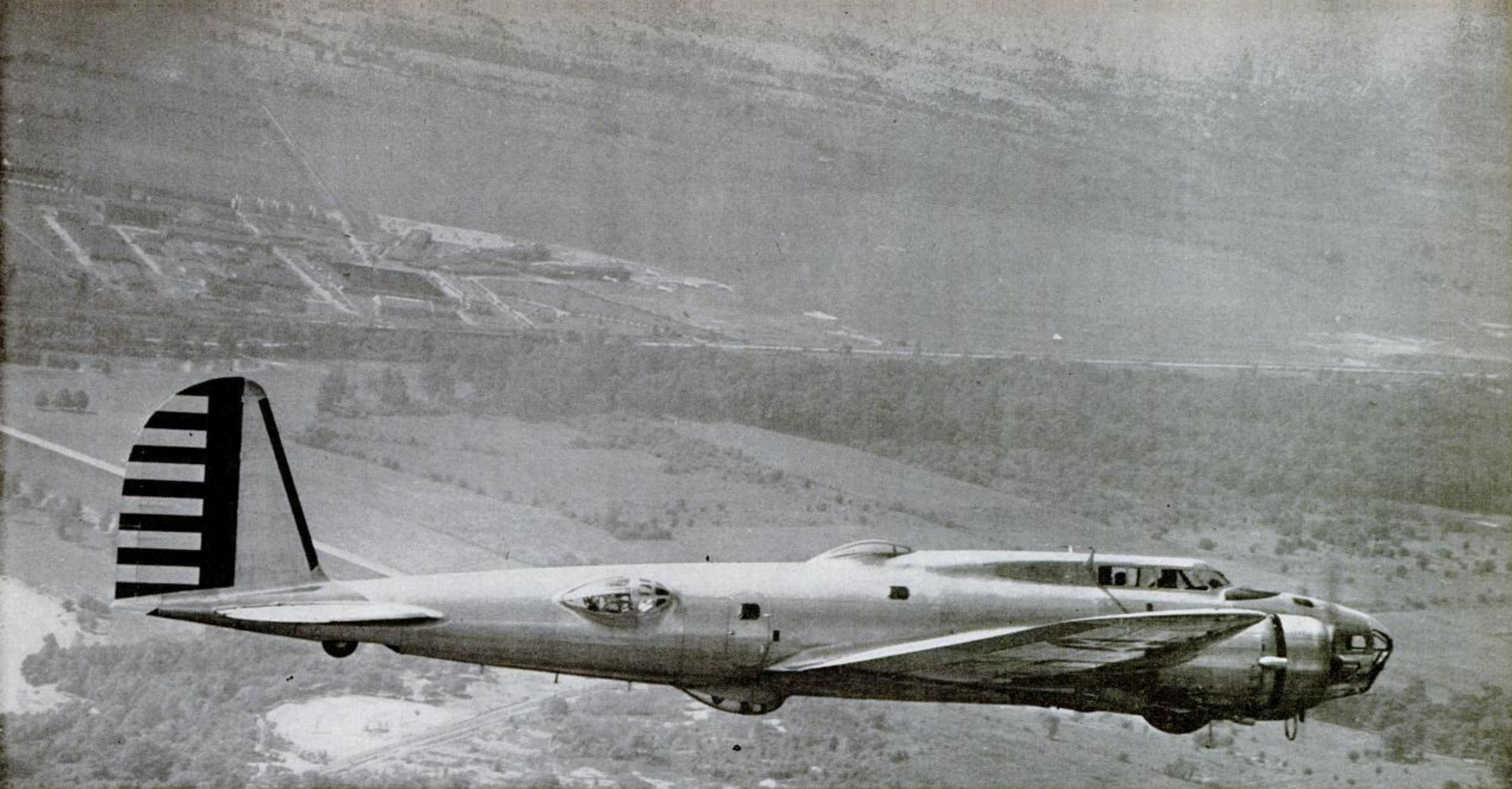












A NEW B-17B ARMY BOMBER, A 25-TON "FLYING FORTRESS," MAKES TEST FLIGHT OVER WRIGHT FIELD, WHOSE BUILDINGS AND FLYING FIELD ARE SHOWN IN BACKGROUND

# WRIGHT FIELD

## THE ARMY TESTS ITS WARPLANES

First reports on the performance of U. S.-built airplanes in the war indicate that these American ships are doing fine. The Hawk 75A's, pursuit planes built for France by Curtiss-Wright, have been patrolling the front lines against the raids of the touted German Messerschmitts, which were expected to become the scourge of the skies. The sturdy Hawks, export models of the U. S. Army's old P-36 fighters, are slower than the Messerschmitts. But they are so much more maneuverable that the French fliers in them have been sending the Germans scooting home for safety.

These aerial encounters have given no certain test of the American planes. But it is clear that the French are very satisfied with their U. S. purchases. This is a decided compliment to Curtiss-Wright, the U. S. Army and especially to Wright Field.

Wright Field is the focus of the whole U. S. aircraft industry. No plane is built for the U. S. Army until Wright Field has approved its theory, its performance, its production and every last millimeter of its structure. Because the U. S. Army is the aircraft makers' biggest customer, the industry looks to Wright Field for advice, assistance, information, approval. Every dollar of the record-breaking \$250,000,000 the industry will gross in 1939 owes something to Wright Field, whose mark is indelible on every airplane, civil or military, produced in the U. S.

Wright Field, on the outskirts of Dayton, Ohio, is the headquarters of the Materiel Division of the U. S. Army Air Corps. The Division guides the development of aircraft and equipment, procures it for the Army, issues it, repairs it. Everything that

goes into an airplane must meet Wright Field's rigid specifications. With the whole Army as its working laboratory, Wright Field is the biggest aeronautical-experimental organization in the land. Langley Field (LIFE, April 17) concerns itself mainly with basic theories and truths about airplanes. Wright Field's job is to put the theories into practical use.

This is a matter not only of testing planes in wind tunnels and in flight but also of fussing with every little bolt on a wing, every detail of equipment. The photographs below show how so small an item as an aviator's headgear has evolved from the curious helmets of the pioneers into Wright Field's comfortable rig. The monstrous contraption on the face of Test Pilot O'Connor on the opposite page is a mask which feeds oxygen to the pilot as he maneuvers in the rarefied air of the sub-stratosphere.

PIONEERS WORE VISORS BUT NO GOGGLES



TROPICAL HELMET WAS MADE FOR COOLNESS



WORLD WAR GEAR HAD CURIOUS EARMUFFS



MODERN GEAR HAS STRAP OVER CHIN



CONTINUED ON NEXT PAGE



# IT O.K.s ALL ARMY PLANES

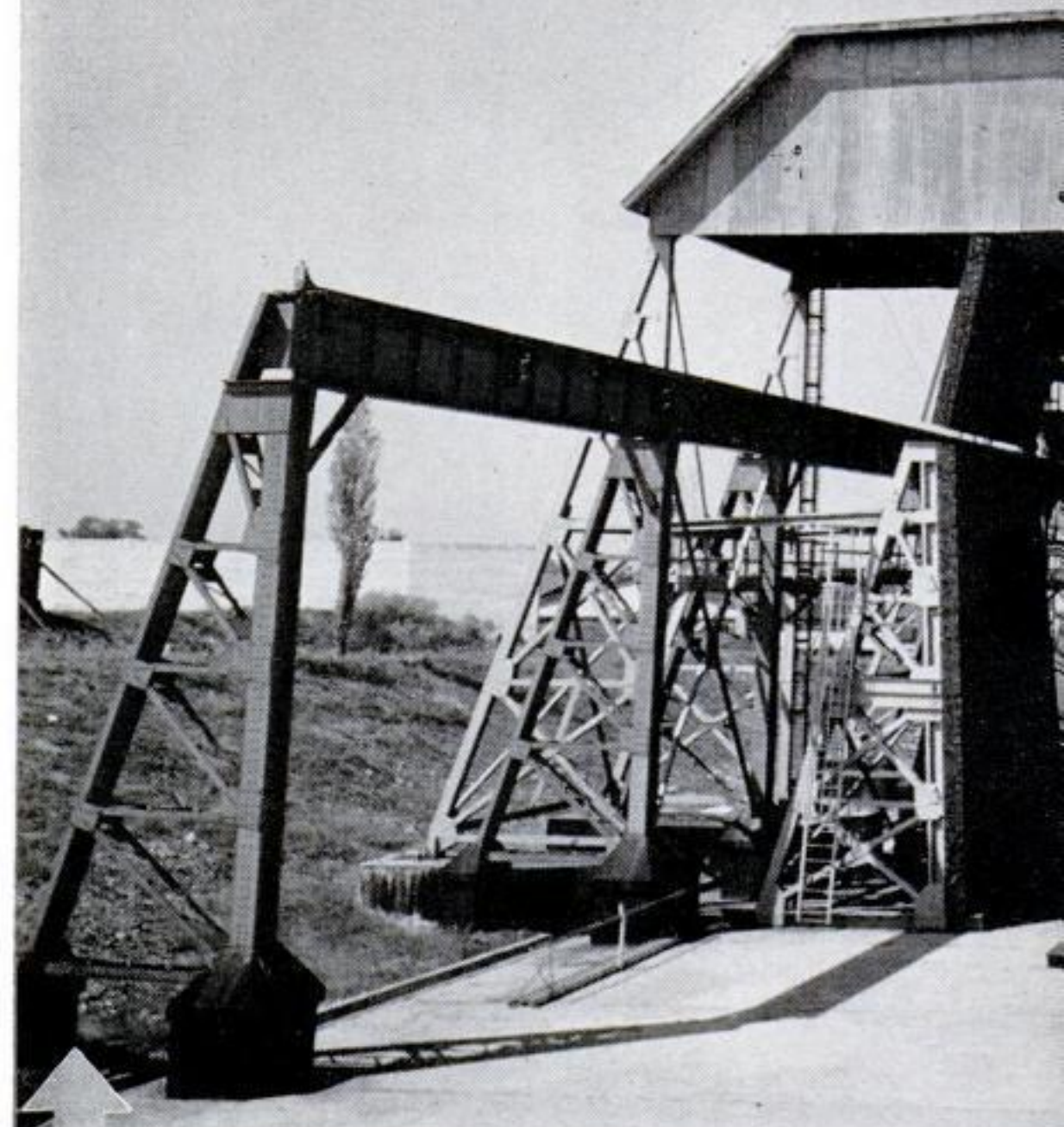


DOUGLAS ENGINEER EXPLAINS HIS MODEL

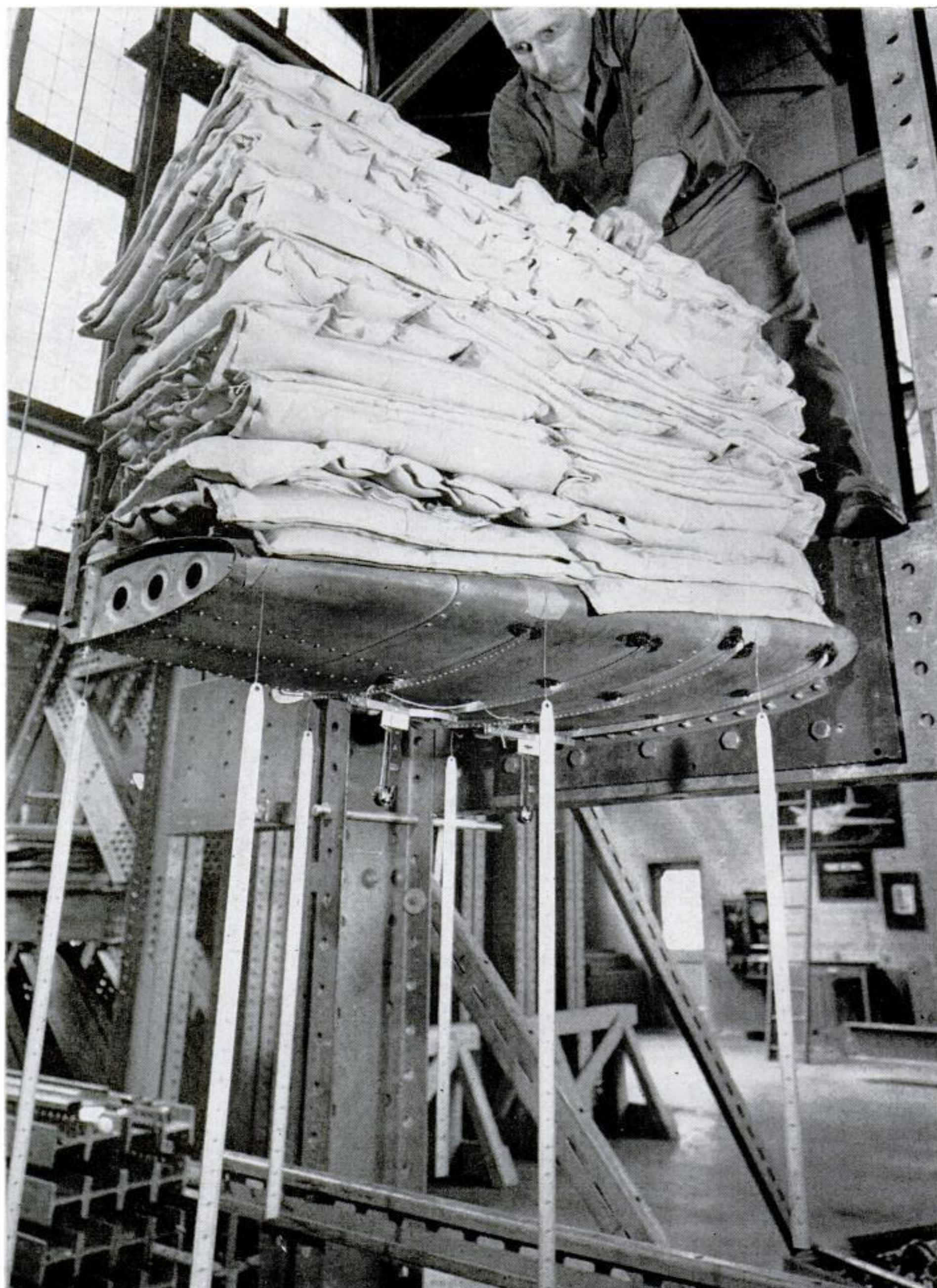
This is how the Army buys an airplane. Having decided what kind of plane it wants, it has Wright Field issue specifications to the plane builders. The builders come to Wright Field with bids, full plans, small models of their designs, and usually a full-sized test plane. Wright engineers go over planes, plans and models (at left, a Douglas engineer is showing a model of an observa-

tion plane), report on them to an evaluation board.

The evaluation board is the most powerful plane-purchasing agent in the country. It chooses the best design, recommends that the winner of the competition be given a service test order, finally a quantity production order. All this time, there has been constant co-operation between Wright and the manufacturer. The plane maker comes back to consult, to learn about new materials, to have parts tested. Sometimes, the Army changes its mind and specifications in the middle of a competition, throwing everything out of gear. This results both in better planes for the Army and bigger headaches for the manufacturer.



Propeller test rig spins "props" at high speed to test strength. Wood guards catch bits of metal when props burst under stress.



Structural tests are made by piling shot bags on sections to prove load capacity. This is a vertical tail fin. Scales show deflection caused by load. Ideal point at which

structure should give way is 105% of designed load, just a bit more than is needed. If it holds up to 200%, it is much too strong and probably much too heavy.





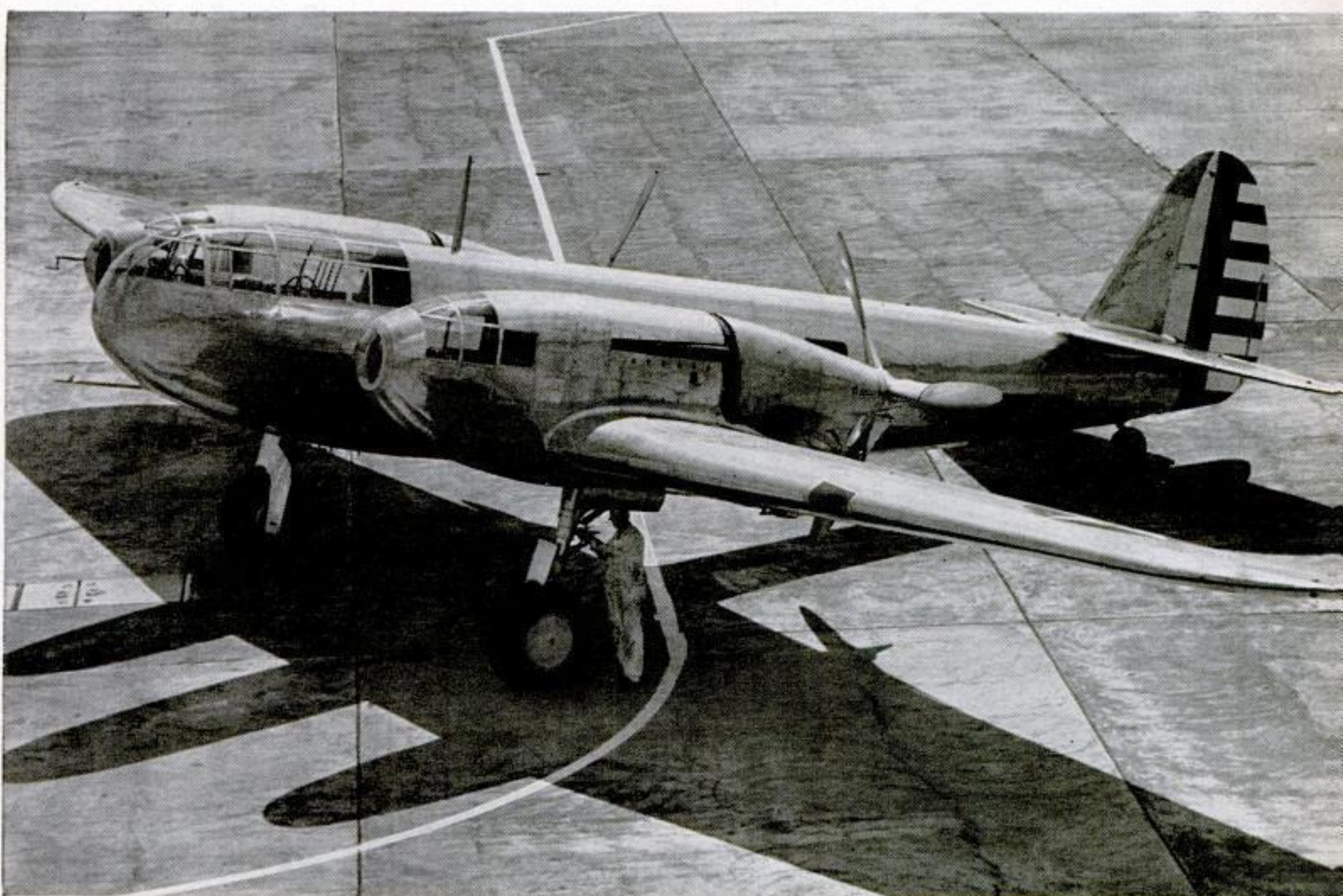


**A test flight** is made by Wright radio engineers who sit around in the fuselage of experimental plane looking quite reflective.



**A plane in the works** at Wright is this XP-42, an experimental fighter. It is basically the old P-36 in its second transformation. P-36 has an open-cowled air-cooled engine. A liquid-cooled engine was installed for better

streamlining, the plane called P-40. Wright has now taken the P-36, installed a twin-row air-cooled engine, sheathed it completely to cut down air resistance, better adapt large air-cooled engines to high-speed planes.

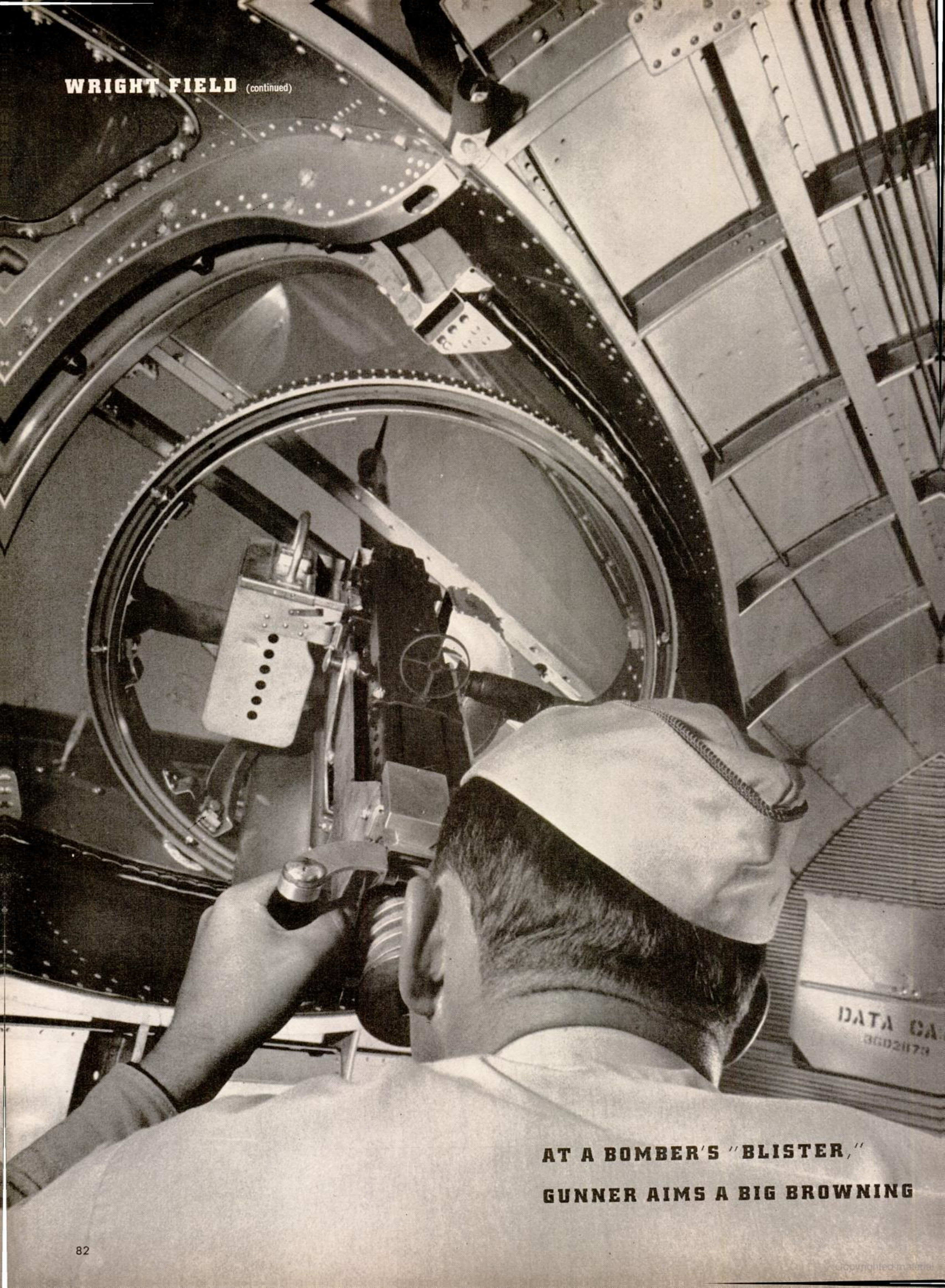


**A multi-seat fighter**, Bell Aircraft's *Airacuda*, is radically different from other Air Corps planes. It is a "pusher" plane with two liquid-cooled engines mounted in the wing nacelles. A very promising ship, its inno-

vations present many kinks which the manufacturer and Wright Field are patiently ironing out. Below is a plane of the future still not beyond the model stage. Another pusher type, it will go upwards of 400 m. p. h.







**AT A BOMBER'S "BLISTER,"  
GUNNER AIMS A BIG BROWNING**



# ARMY DESIGNS PLANE GADGETS

There are plenty of things at Wright too secret to be photographed, such as the workings of the robot plane shown below. This miniature airplane, whose pilot remains on the ground and twists a dial to maneuver the ship in air, is now used only for target practice. But it presages future planes which may fly without pilots, navigated only by remote radio control.

Though it does not work on guns, Wright works on sights, bomb racks and other armament auxiliaries. As speeds of planes increase, it continually improves gun mountings and turrets. Opposite page is the inside of a "blister," the glassed-in bulge on a bomber's side at which a gunner stands. The blister is designed so that the whole mount can revolve, the gun can be swung up and down, forward and back.

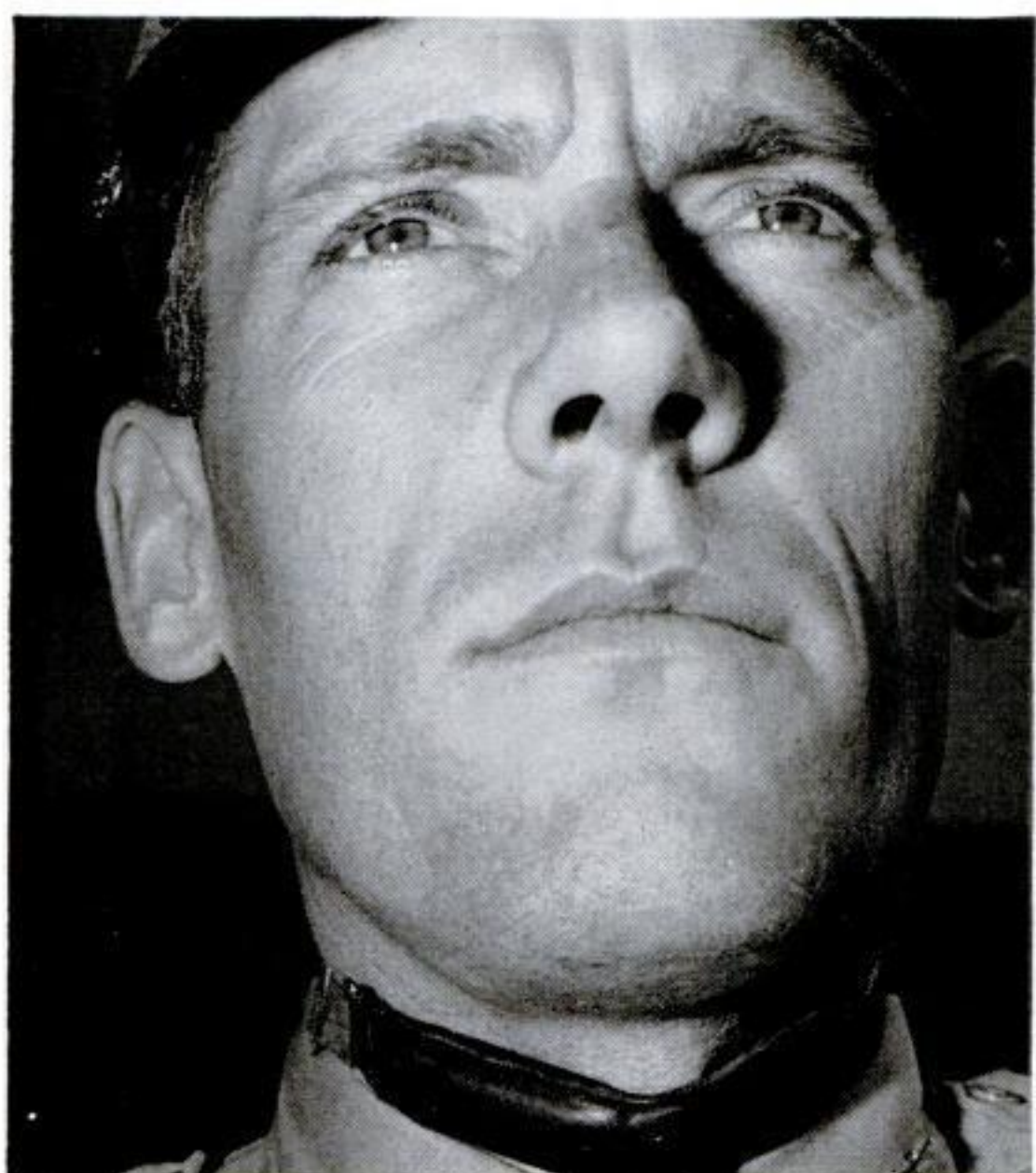


**Safety raft** for planes forced down at sea is designed at Wright. This collapsible rubber boat is stowed in plane.

Ejected during emergency, it is inflated in a couple of seconds from the carbon-dioxide cylinder at right.



**Radio-controlled plane**, model of some future aircraft, here takes off on its catapult. The plane lands with the help of a parachute.



**Throat microphone** for pursuit pilot is placed over larynx, transmits voice same as mouth "mike" but leaves flier's hands and mouth free.



**New safety belt** with shoulder straps is tested in this device. With present belts, pilot may be thrown forward when plane noses over, cracking his skull on instrument board. These straps are loose until pilot trips a spring (above). Then the straps tighten, hold him against back of seat so that even when he turns upside down (below), he does not fall either out or forward.





## WRIGHT FIELD

(continued)



What the well-dressed aviator will wear is of great concern to Wright Field which has fashioned this costume for winter flying. From ankle to chin, the aviator is covered with a two-piece sheep-shearling flying suit, equipped with full-length coat zipper and pockets at the knees for maps. Sheep-shearling helmet and boots, lamb's-wool gloves complete his apparel. In flight, the aviator sits on his parachute pack. Below, he has pulled the rip cord with his left hand, opening pack. This whole rig weighs only 31 lb.



Blizzard cape of sheep shearling is made for airplane mechanics who have to work outdoors in below-zero weather. Wright Field has to design clothes for use from Alaska to Panama.

## IT PIONEERS IN PLANES



THE FLYING ASS

First pioneering aviation accomplishment of the U. S. Army was giving Orville and Wilbur Wright \$25,000 in 1909 for a heavier-than-air craft which was to fly 40 m.p.h. The Wright plane averaged 42 m.p.h. and the Army gave the Wright Brothers a \$5,000 bonus. Years later, it named its Materiel Division's base after them. Since then, the pioneering tradition has persisted at Wright. At the field is a museum, which houses relics of work that Wright has done and some curious mementos like "the Flying Ass" (inset) which used to be given to test pilots who made notable boners.

More seriously, Wright is proud that with its help the modern air-cooled engine was developed, first lighted night airways system in the U. S. flown, parachutes perfected, modern retractable tricycle landing gears made feasible. Busy with everything aeronautical, Wright even worked out method of dusting crops by airplane.

This frosted fellow is Dr. Harry Armstrong, Wright's director of aero-medical research, covered with hoar from conducting tests at 30°F. below zero to discover effect of cold on fliers.







**Wright Field's junk pile** is a mess of broken wings and battered fuselages, twisted cables and pipes. It is not as

ominous as it looks because all these crack-ups occurred in the ground laboratory, not in the air. Test pilots are

safer today than they used to be. The big plane is the original test model of a super-charged high-altitude plane.



CLOSE-UP



Pope Pius XII here wears the scarlet-velvet, ermine-trimmed cape, the white skullcap, jeweled Bishop's ring—all of them sym-

bols of his office as Bishop of Rome, by virtue of which he rules the Roman Catholic Church. Surmounting his throne

are crossed keys, symbolizing the succession of his office from St. Peter, and the triple tiara, symbol of the Papacy

# THE POPE

A GREAT MAN AND GREAT STATESMAN  
WORKS FOR THE PEACE OF THE WORLD

by FREDERIC SONDERN JR.

One night in December 1918, a squad of the Proletariat Red Guard broke into the papal nunciature in Munich to kill Eugenio Pacelli. Revolt and terror were running riot on the streets of the hungry city. The Spartacus rising under Karl Liebknecht and Rosa Luxemburg was reaching its height and Communist gunmen roamed the Bavarian capital. Their strongest enemy was the Italian Archbishop who, unmoved by threats, continued to thunder against them from the pulpit of the Munich cathedral and managed to keep the masses of the faithful in hand. His assassination was finally decreed and a Kommando dis-

patched to the nunciature. The Spartacide forced their way in, pistols drawn.

Down the broad staircase to meet them came a tall, spare figure in scarlet and purple, calm and unflinching, a gold cross gleaming on his breast. Revolvers were raised. Eugenio Pacelli stood looking and smiled quietly. "You will gain nothing by killing me," he said, his musical voice low and even. "I am only trying to help Germany." He went on, sympathizing with them and their troubles, analyzing, explaining. Under the ban of those compelling eyes, no one pulled a trigger. Sheepishly, the would-be mur-





**Pope's parents** were members of the papal Roman aristocracy that ruled Rome and almost half of Italy for centuries before the house of Savoy.

**Schoolboy** Eugenio Pacelli (arrow) and his brother (wearing like collar and tie) attended the swank Visconti school.



**College Student** Pacelli (center) had decided to study for the priesthood.



**Papal legate** to Bavaria during the World War, Monsignor Pacelli here distributes clothing to Italian prisoners.



**Cardinal** Pacelli in 1936 had happy time on a six-week tour of the U. S.



**Catholic Jim Farley** kisses Eugenio Pacelli's ring during the Cardinal's 1936 U. S. tour.



**Supreme Pontiff** sits enthroned at the altar of the Sistine Chapel after his election last March.



**Statesman** Pope Pius XII receives General Franco's brother-in-law.

derers let their arms drop to their sides and, one by one, made for the door. Pacelli was left standing alone.

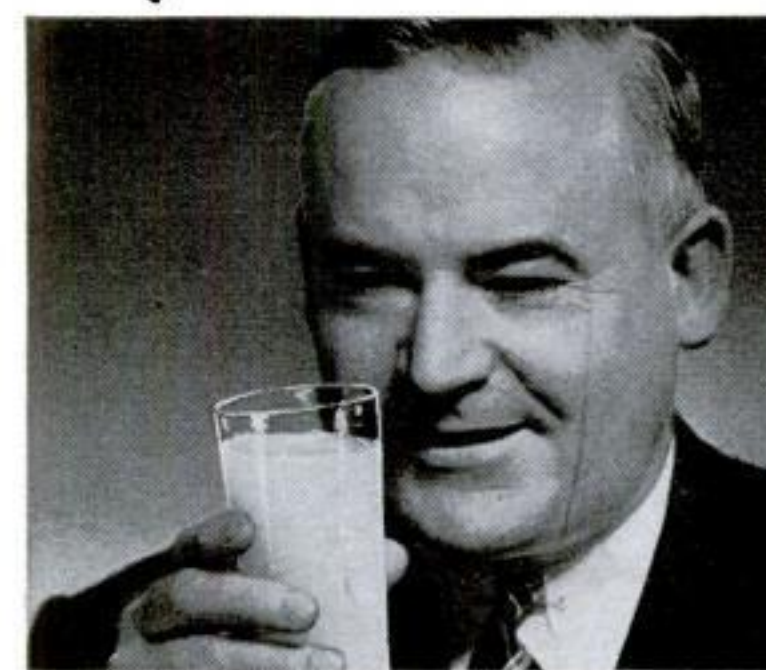
This man, as Pope Pius XII, is now spiritual ruler over 330,000,000 souls in a war-torn world and is faced with the task of leading the Catholic Church through one of the most difficult periods of its history. The Church holds colossal stakes in the struggle between the atheist Red Dictator and his semi-pagan Brown partner on the one side and Britain and France on the other. Poland, Czechoslovakia and Austria, all traditional citadels of the Catholic Church, have already fallen under the heel of the

Führer. In the Red Bolshevism of Russia and the Brown Bolshevism of the Nazis, the Vatican sees an equal menace. The "pernicious error" which the Pope singled out for condemnation (along with the doctrine of Racism) in his first Encyclical was totalitarianism, crushing out not only Christianity but all religion and civilization as well. But the Church does not take sides in the war. For the military defeat of Germany might bring even worse things—bloody revolution, chaos and communism over all Europe. Pope Pius XII has set himself the task of preventing any catastrophe to the Christian religion, whatever the war's outcome. Fortunately for Christianity, the Holy See is in strong

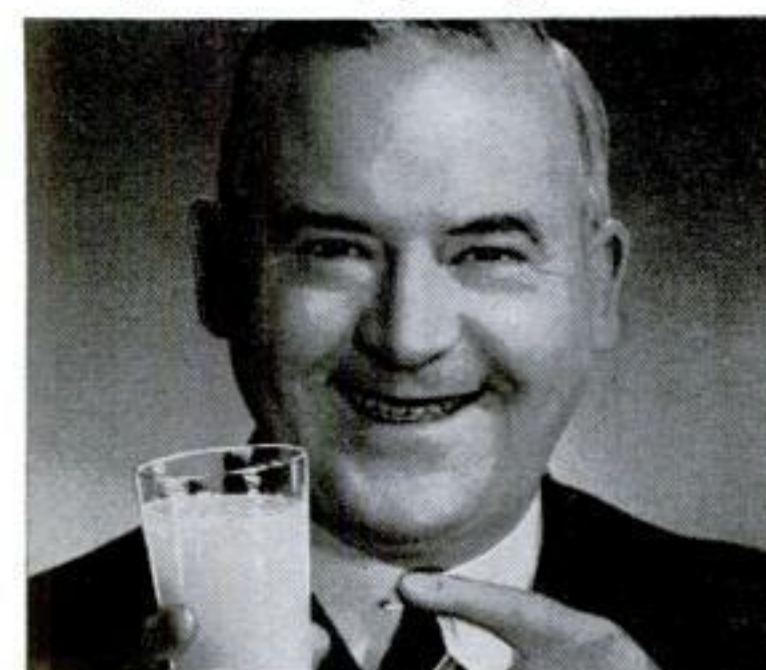
*We like  
"hard-boiled"  
friends—*



*because once they  
get enthusiastic*



*You should hear 'em  
talk about this  
pineapple juice*



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*It pays to be particular!*

CONTINUED ON NEXT PAGE



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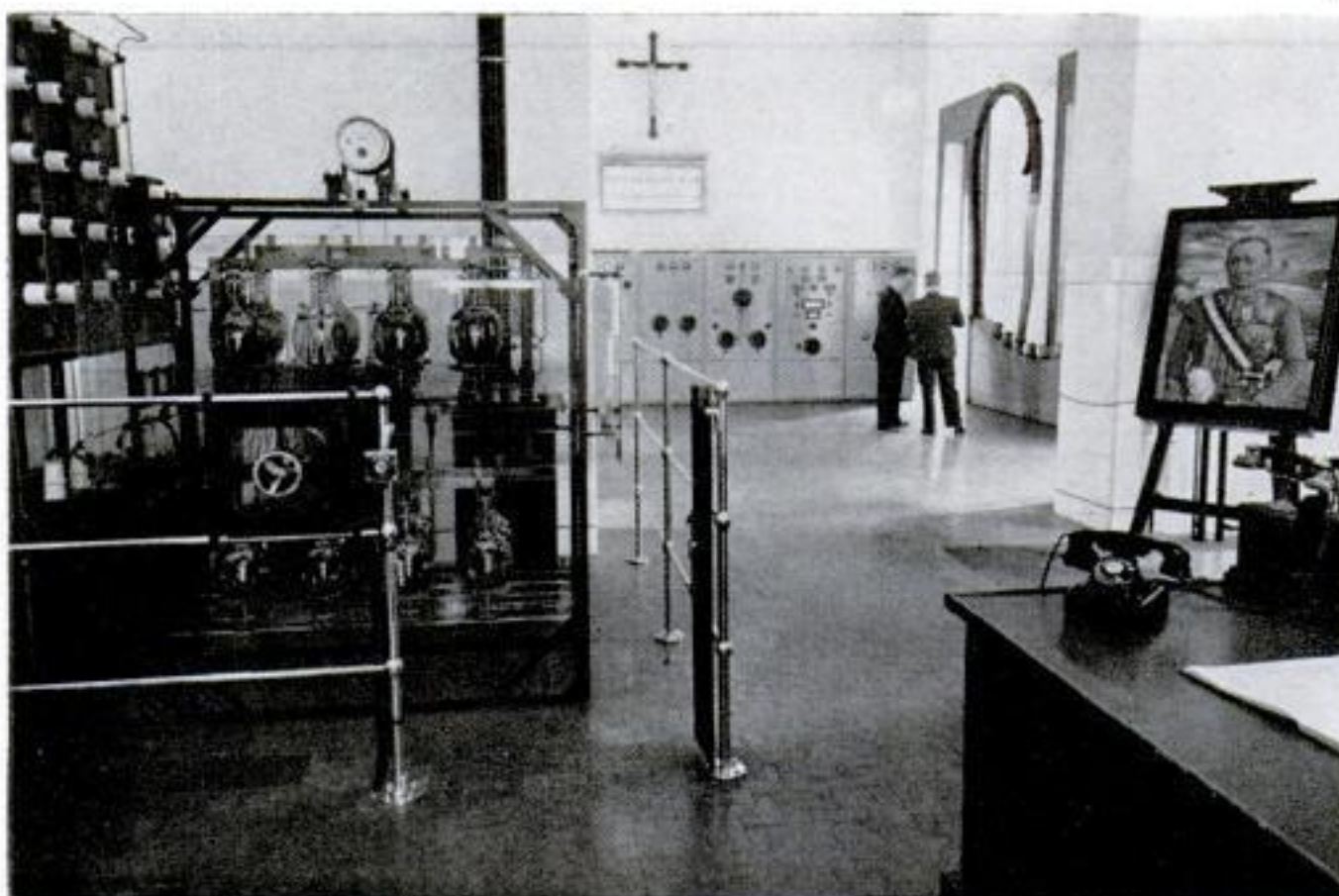
## THE POPE (continued)

and able hands. Of all the successors of Saint Peter, none was ever more fitted, by training, character, energy, experience and faith, to help humanity than the great man who now wears the Fisherman's Ring.

Eugenio Pacelli was born in the shadow of the Vatican on March 2, 1876, of an old Roman family which had served the Popes for generations. His great-grandfather was Minister to Gregory XVI; his grandfather, Undersecretary of the Interior of the Papal States under Pius IX; and his father, dean of the College of Consistorial Advocates, an intimate of both Leo XIII and Pius X. Growing up in this tradition, the young Eugenio's interest centered on the Church at an early age. Vatican affairs and gossip were almost the exclusive subject of conversation in the Pacelli household. The other children at the public school that he attended with his brother even made fun of him. "Eugenio is always praying," they said, "and reading instead of playing games." When he was 10, he volunteered as an acolyte at the Chiesa Nuova and at 15, decided to study for the priesthood.

The Pacelli name opened all doors to Eugenio. He went through the Royal Lyceum with honors and then to the Capranica College, reserved for the cream of the Church's recruits. The tall, slim, pale student, Eugenio Pacelli, was brilliant. When he was only 22, he had his doctorates of philosophy, theology and civil law and, after his ordination as priest, he became professor of law at the famous Pontifical Institute of Apollinare. The Catholic University of America, in Washington, D. C., offered him a chair, which he regretfully refused.

At this time the young priest caught the eye of a man who was to be his teacher and friend for many years—Monsignor Pietro Gasparri, later to become the famous Cardinal and Secretary of State. While Pope Leo XIII lived and Gasparri was a rising power in the Church, Pacelli advanced rapidly. Under Pope Pius X, when Gasparri's great rival, Cardinal Merry del Val, became the master of the Vatican, Gasparri and Pacelli were relegated to tedious labor in the Vatican Library. But Pacelli gained far more than advancement from the great Gasparri. The older man was a brilliant philosopher, a



Vatican radio station, a major project of Secretary of State Pacelli, was installed by radio's pioneer, Papal Marquis Guglielmo Marconi, whose portrait is at the right.



Tomb of Pius XI in crypt under High Altar of St. Peter's stands near the tomb of Pius X who died in 1914. Between Pius X and XI came reign of World War Pope Benedict XV.



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L3



charming raconteur, a Papal diplomat of wide experience and he imparted freely of his wisdom to the young priest.

The special ability which Eugenio Pacelli brought to the Papacy last summer is that of the superb diplomat. The experience giving him this ability began in 1914 when Pope Benedict XV made Cardinal Gasparri his Secretary of State, and Pacelli moved into the front line of Vatican diplomacy. It meant working far into the night to keep Gasparri and the Pope abreast of political problems in the War. Pacelli made good and in the summer of 1917, he was given his first great task. The papal nuncio in Munich had died and Gasparri decided to send his "young man" to the Bavarian court. He was to try, from this inconspicuous vantage point, to persuade Kaiser Wilhelm to accept a reasonable peace. Munich was amazed when the slim, bespectacled, ascetic 42-year-old scholar appeared in the maelstrom of Wartime diplomacy. No less was Kaiser Wilhelm surprised when the young papal legate first visited him at his General Headquarters at Kreuznach to present the peace plan which the Pope had worked out with the Allies. His Imperial Majesty's surprise quickly turned to admiration, however, and he afterwards wrote in his memoirs: "Pacelli is a distinguished, likable man of high intellect and excellent manners. The perfect pattern of an eminent prelate of the Catholic Church." The peace plan fell through, but Pacelli grew in stature.

For twelve years he remained in Germany, making friends from bootblacks to Ministers, sending back reports that were classics of accurate reporting. He accomplished the impossible by concluding, in the face of violent Lutheran and radical opposition, a Concordat with Prussia. In 1929 he was recalled to Rome and a grateful Pope made him Cardinal.

Pius XI had come to the throne and the Church was having plenty of trouble right in Rome. Mussolini wished to take the youth of the nation away from the influence of the Vatican. That must be fought with every legitimate weapon and Pacelli, thought the Holy Father, was the man to do it. In February 1930, Gasparri, with tears of affection in his eyes, handed over the Secretariat of State to the man he had loved and taught since boyhood.

The unsuspecting, swaggering Duce, already sure of his victory, against "the aged Vatican," suddenly found himself in the path of a

CONTINUED ON NEXT PAGE



**Papal shelter**, constructed by orders of Pius XII, shields his favorite garden walk from rain. At the left rises one of the steel towers of the Vatican's radio station.

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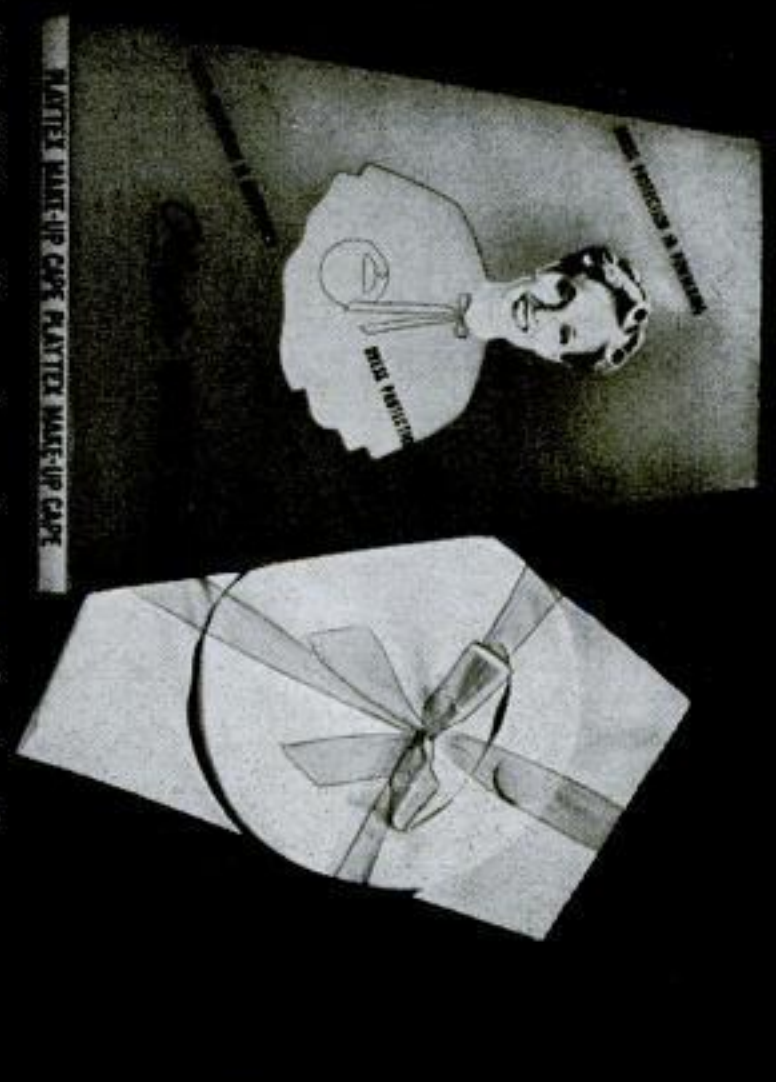
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## THE POPE (continued)

tornado by the name of Pacelli, a master of quick political strategy to whose skill even Mussolini had to bow. To get a Papal Encyclical—against Mussolini's suppression of the Catholic Action—past the Italian censorship into the world press without the Duce's foreknowledge, Pacelli had it smuggled to Paris by two young Monsignori (one of whom was Francis J. Spellman, now Archbishop of New York). Pacelli's method was unheard of for the Vatican but it worked. The progressive Cardinal-Secretary, to escape censorship for all time, promptly persuaded Pope Pius to build a radio station. Most observers at the time failed to realize its significance. Mussolini did. The Vatican could no longer be gagged.

Of the many difficult problems with which Pacelli had to deal in the succeeding years, one of the knottiest was Father Coughlin. The far-flung network of the Vatican's Intelligence reported that the "radio priest" was seriously endangering Catholic prestige in the United States. Pacelli, characteristically, decided to see for himself. He took a boat, arrived in New York in October 1936 and began a triumphal tour such as few churchmen have ever had. With his unfailing tact and graciousness, he made friends wherever he went. New York fascinated him. Three times he left his automobile to inspect the Triborough Bridge. He marveled at Radio City. At the National Press Club in Washington, he thoroughly intrigued the newspapermen. Then in an 8,000-mile plane trip, he saw and consulted with 79 bishops in twelve of the 16 American Church provinces. And the day after President Roosevelt's re-election, he lunched and conferred with the President at Hyde Park. It was pathetic to see the newspapermen afterwards trying to cross-examine a story out of perhaps the world's shrewdest diplomat. Back in Rome, he reported his findings to the Pope. If Coughlin were left alone, he would hang himself with his own rope. Catholicism in the United States was strong enough to take care of its own problems without help.

On Feb. 10, 1939, Pope Pius XI died. When, as custom demands, Pacelli had to tap the dead Pope twice on the forehead with a silver mallet, calling him three times by his first name—"Achille! Achille! Achille!"—his voice trailed off and he almost broke down. It taught the Vatican that the man, generally so controlled and unemotional, was very human indeed. Two weeks later the Princes of the Church elected Cardinal Pacelli to be the 262nd Pope.

The Vatican adores its master. In the memory of even the oldest functionaries, there has been no one so universally beloved and respected. The man who, with his thin, ascetic face, looks so cold and unapproachable from a distance, has a smile and a manner so compelling on closer contact that few can resist them. He is a hero even to his valet. Giovanni Stefanori has been with him for years, but every afternoon about 5 they go through a ceremony. "Giovanni," says the Pope, "have you had your wine?" (Giovanni



Pope's apartment (arrow) overlooks St. Peter's Square, which is common territory of Vatican and Italy. The center doors of St. Peter's (left) are opened only for the Pope.

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always drinks his afternoon *quarto di vino* in a little bar next to the Vatican.) "Yes, Holy Father." "Was it good?" "Yes, Holy Father," answers Giovanni. And both smile.

The Pope has an incredible memory. He used to demonstrate it by reading 20 verses of Homer over just twice and then reciting them out of his head. He applies that knack to names and faces. And though he dislikes chatting with gardeners and Swiss Guards, which his predecessor did by the hour, he always has a kindly word for the Vatican retainers whose family problems he always seems to know about.

### Lesson in how to salute

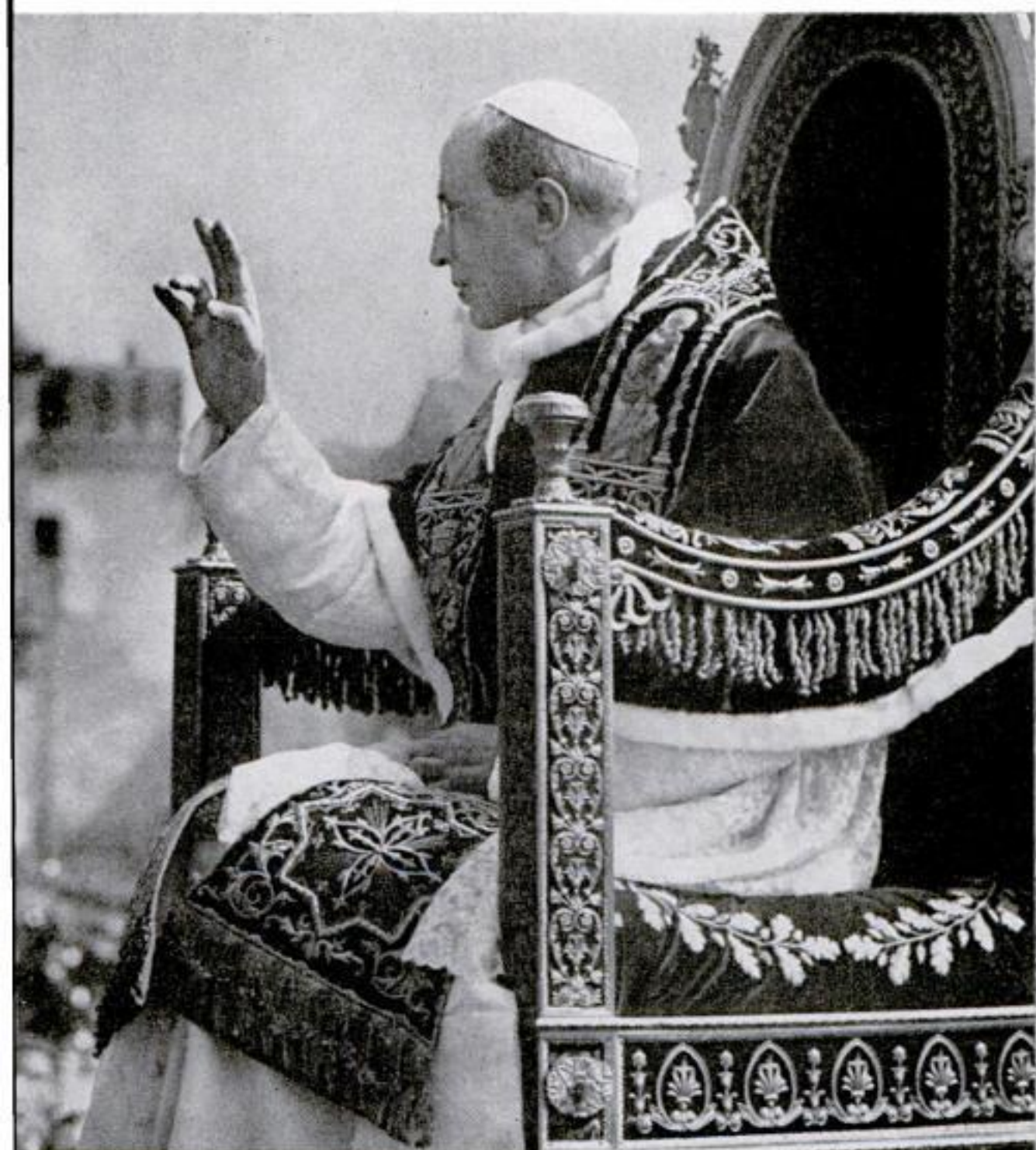
He scrupulously returns the halberd salute of the Swiss Guards with a formal military gesture. Not long ago a new Guardsman was surprised at suddenly seeing the Holy Father that he gave his salute rather clumsily. The Pope stopped. "Give me your halberd," he said. The Guard handed it over. "So!" said the Pope, saluting smartly. Then, grinning, he handed the weapon back. "I have always wanted to do that," he said. "And you see, I can do it as well as you."

In his office, he has brought with him all the efficiency that he learned so thoroughly in the Secretariat of State. He is a stickler for punctuality, and tardiness of anyone brings up one of his rare frowns and a few sharp words—delivered with icy calm—which his subordinates fear more than the worst tirade. The volume of work that crosses his desk is colossal. Not only does he carry the usual burden of decisions on everything from finance to the appointment of a bishop in Java, but he insists on being kept up to the minute on every foreign political development anywhere in the world.

His day begins at 6 a.m. After rising, he scrupulously does his half-hour of gymnastic exercises and shaves himself, using an electric razor. At 7, he reads mass in his private chapel and goes to confess to his father-confessor, Father Caragnani. The Pope, according to dogma, is infallible only *dum ex cathedra loquitur* when he speaks from his throne or pulpit as head of the Church and is never impeccable. He must confess his sins and beg for absolution as every other Catholic.

At 8, after a Roman breakfast of black coffee, bread and butter, he starts work. First come the newspaper excerpts which have been prepared for him. Like Mussolini, the Pope is an avid newspaper reader and places great importance on the press. Then come conferences with the closest of his advisers. He has very few, preferring to have most of his officials submit written reports, upon which he acts in his own way. Cardinal Maglione, the Papal Secretary of State, the Monsignori Montini and Tardini, the chiefs of the divisions for "Ordinary Affairs" and "Extraordinary Affairs," are excep-

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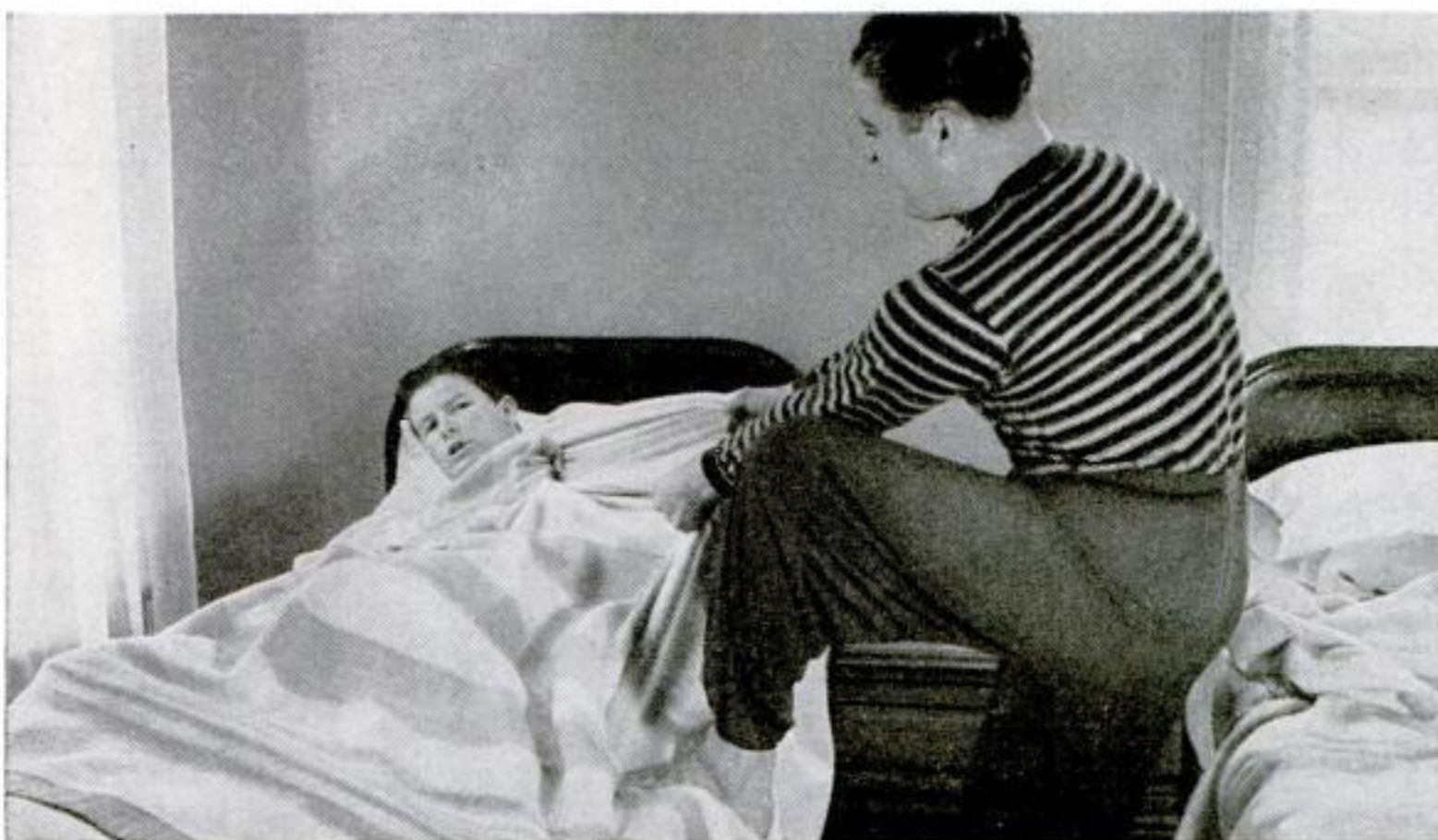
Pal benediction, administered with sign of the cross by Pope himself (above) or by proxy at his special mandate on feast days, bestows special indulgence on Catholics.

## "Is there a Pall-Bearer in the house?"



**JOE:** Hey, Mac! I'm frozen to death! Get up, sonny boy, get up...it's your turn to shut the window!

**MAC:** Yes, your Lordship...would you like your warming-pan, too? And by the way, Lord Louse, what temperature shall I pour your bawth?



**JOE:** Leave me alone...you big, overstuffed Easter Bunny!

**MAC:** Wise guy, huh? Tomorrow *a.m.* when you're sweating icicles...think of me in these *draft-proof* Slumberalls! They're so comfortable, you don't know you've got 'em on! Lucky you...I've got a big heart! I'll tip you off...Munsingwear makes 'em.



**JOE:** Munsingwear! Now you're talking...they're my favorite streamliners. One inch less of these SKIT-Shorts and I could do a fan-dance!

**MAC:** It's swell...how they *fit* without binding. But I really got mine because they give just enough *support* without making you look as if you were out for the wrestling team!

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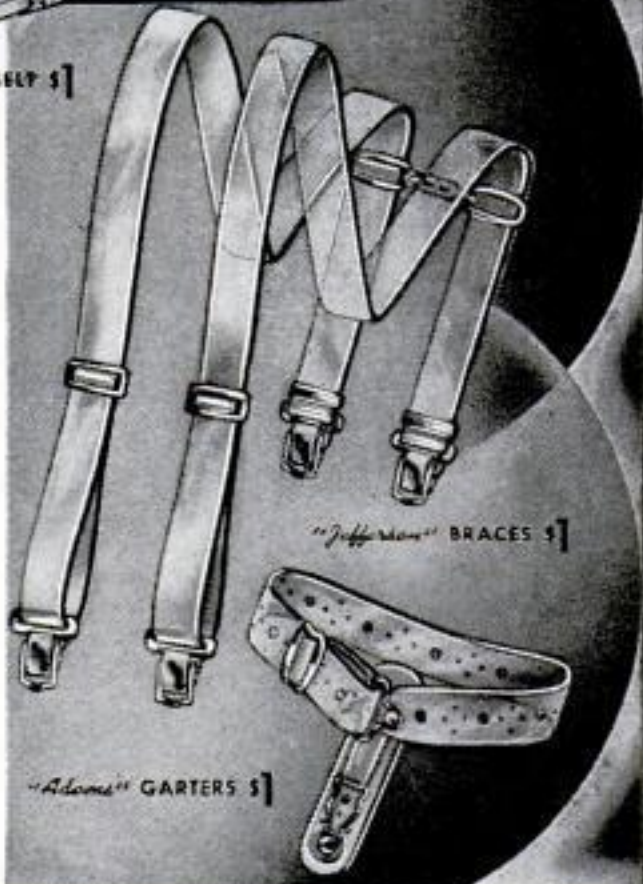
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## THE POPE (continued)

tions. They have free entry to the Pope at all times. Other members of his unofficial cabinet are the Cardinals Fumasoni-Biondi, Caccia-Dominioni, Canali and Monsignor Di Sant' Elia. But they carry little weight. They and Della Torre, editor of the powerful Vatican newspaper, *Osservatore Romano*, get their orders—and that's that.

Punctually at 9:30 the Pope goes down to the second floor, where the official reception rooms are, to begin his audiences. Often the shrewd-eyed, heavy-jowled Cardinal Maglione accompanies him. The office of Secretary of State, first adviser to the Pope, has always been the most important in the Vatican hierarchy. But with Pope Pius his own arbiter of foreign policy, there is little left except executive details for Maglione, a brilliant diplomat in his own right to do. After Maglione come the others of the "cabinet" who have business. And after that comes the unending stream of foreign diplomats, and the bishops and other prelates who come from all over the globe to make their compulsory periodic calls on the Holy Father. Pope Pius always makes it his business to know about their problems in advance—a tremendous task in itself.

### He talks to visitors in eight languages

Twice a week there are public audiences. These are of various grades, according to the prominence of the pilgrims. The Holy Father proceeds through a series of smaller rooms, where the elite of the Faithful are gathered in small groups, to the large Sala Clementina. There sometimes hundreds of pilgrims are crowded together. After the general blessing and usually a short speech, the Pope insists, to the horror of the Swiss Guards and other attendants, on getting into the middle of the crush. He likes talking to strangers and, since he commands not only Italian but English, French, German, Spanish, Hungarian and two Slavic languages as well, there are few that he cannot talk to in their own tongue. He recently even lost his Fisherman's Ring to a lady who clutched his slim fingers too enthusiastically. She was almost arrested while trying to return it. On several occasions ecstatic women, clutching and kissing the skirt of his white gown, have left red-lipstick marks all over it. In fact once an officer of the Noble Guard, spying a blotch of red on the Holy Father's sleeve, thought that he had been attacked and called for reinforcements. But despite the entreaties of his guards, the Pope refuses to change his custom.

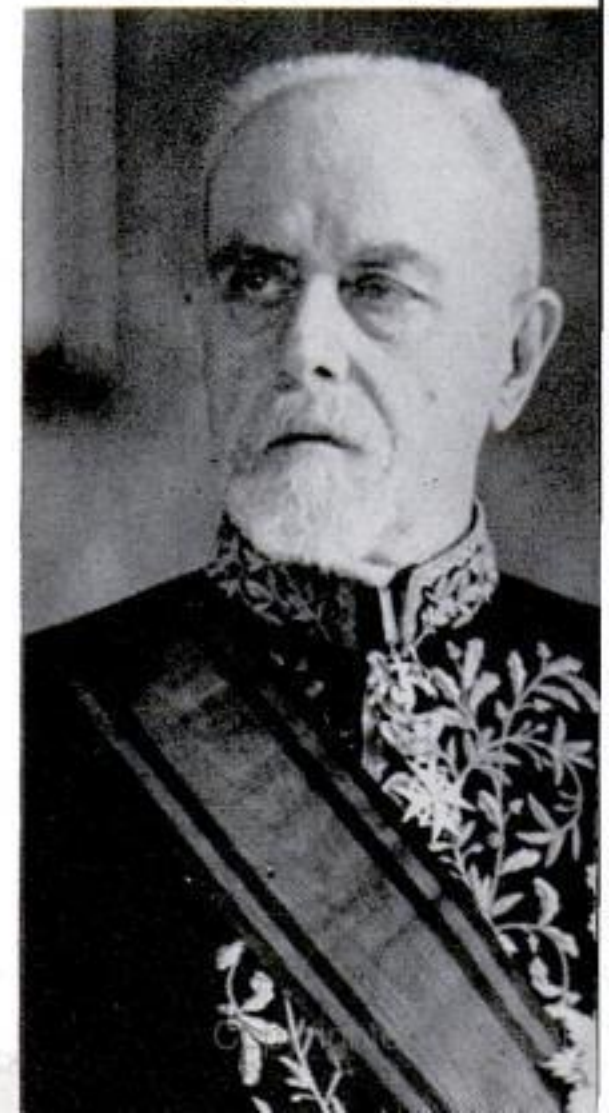
By 1:30, the audiences must be over. The Holy Father has his lunch on the dot. The three Franciscan monks who serve him are very strict about it. Always alone, as tradition requires, he eats a very simple meal and drinks a glass of watered wine. After lunch, he sleeps until 4, then drives the quarter-mile to the Vatican garden for an hour's walk, generally taking a sheaf of documents to study on the way.

He is always driven in his favorite car, a 1927 Graham-Paige, which has a very comfortable thronelike single seat in the back. There are four other automobiles in the Papal Garage—an Isotta-Fraschini, a Fiat, a Mercedes and a Citroën, all gifts of the manufacturers—but he prefers the American car. During his walk through the gardens which look down over Rome from the highest point of the Vatican City, he is always accompanied by an officer of the Noble Guard, a chamberlain and a servant. They follow him at a respectful distance. Sometimes he likes to sit in one of the charming flower-clad loggias and look at the superb view. But generally, he walks quickly—too quickly for the panting Monsignori in the rear.

By 5, he is back at his desk in the third-floor library of the Palace. And with a short interruption for dinner, he generally works until

**Pope's nephew**, Marcantonio Pacelli, shares chocolates forbidden the Pope by his doctor.

**Governor of Vatican City**, Marquis Serafini, is lay head of papal realm.





one or two in the morning. All his instructions for papal legates, and they are many, are taken directly to the radio station on the hill behind the Vatican and flashed by short wave to nunciatures all over the world. The diplomat-Pope works very quickly. His private secretary, Monsignor Rossignani, has been with him for years and anticipates every move. The Holy Father is an impatient executive and, though he is seldom brusque with his people, who cannot answer back, he keeps them all on their toes—an unusual state for the Vatican where life has long been unhurried and complacent.

Pius XI had telephones installed in the Vatican by the International Tel. & Tel. His own instrument was of gold, engraved with the Papal Arms. But he rarely used it. It made him nervous, he never could understand, and he shouted unintelligibly into the mouthpiece. His successor uses it continuously and with effect, to the horror of many of the oldtimers who dislike its abrupt contact. The Pope's number is Citra del Vaticano 101, but it is never rung without the Pope's permission.

One of the most annoying but necessary interruptions to his tight-packed schedule has been the insistence of the Vatican officials on pictures and statues of His Holiness. He finally agreed to sit for Canonica and Maag, the famous Italian and Swiss sculptors. But they would have to model him in his study as he worked. He could not just sit, doing nothing, no matter how important his face would be to posterity. Thus it was decreed, and the sculptors had to work while the Pope dictated, listened to reports and wrote on his own typewriter, as he frequently does.

#### He enjoys forbidden chocolates

On Sunday evening, the Pope generally breaks his routine of work to see his friends. He has few who are close but with those he is intimate. His older brother and two young nephews are particularly welcome. Francesco Pacelli, the brother, followed in his father's footsteps to become a consistorial lawyer. Young Mar-antonio Pacelli, his nephew, enjoys great favor. When he comes to visit, the Holy Father—with conspiratorial air—unearths a box of the chocolates, forbidden by doctor's orders, that both of them like so much.

His doctors are very severe with him. He suffers from liver trouble. And neuralgic headaches cause him great discomfort, particularly during long ceremonies when the heavy triple tiara, encrusted with gold and jewels, presses heavily on his forehead.

The Holy Father, unlike his predecessor, likes the comforts of modern equipment and, while he was away at his Castel Gandolfo residence this summer, had the Papal suite in the Vatican completely remodeled. His simply furnished but large corner bedroom on the third floor overlooking St. Peter's square had its cold stone floor covered with linoleum. A modern bathroom was put in and a small gymnasium. Next to them are three book-lined studies where he works and receives his closest officials, and, beyond, the private chapel and a new small throne room which saves him the trouble of going downstairs for the more intimate private audiences. All is now heated by a brand new central plant of which he is very proud.

But the bearer of the triple tiara leads a lonely life. Hemmed in at every step by the maze of the Vatican's ceremonial traditions, he is set apart. The genuflections, the kissing of the ring, the meticulously organized pomp, create a barrier between him and his visitors which even the Pacelli charm finds difficult to overcome. He was very unhappy when Monsignor Sant' Elia, on the first day of his Papacy,

CONTINUED ON NEXT PAGE

protocol expert, Cardinal Canali, is the Vatican's master of polite "no."



Secretary of State, Cardinal Maglione, executes orders of his predecessor, Pius XII.



# Life's Greatest Thrill

**FOR BOYS 6 TO 60...**

## LIONEL TRAINS

*Look what they now do by Electric Remote Control*

WANT TO LOAD A COAL CAR? I'LL DO IT: PRESS BUTTON AND I'LL FILL IT TO THE BRIM!

I WHISTLE WHILE I WORK—LOUD & LONG, OR SHORT & SHARP. WOO-OO-WOO-

HERE'S A NEAT TRICK, PRESS THAT BUTTON AND WE'LL UNCOUPLE—ELECTRICALLY!

I CAN TILT... ELECTRICALLY, AND ROLL THE LOGS

TOUCH BUTTON... PRESTO... CAR TILTS, UNLOADING COAL WHEREVER YOU SAY

SIDE OF CAR LIFTS—BARRELS TUMBLE OUT

BUILT BY LIONEL

#### Everything Real Trains Do Lionel Trains Will Duplicate

First time ever... captured and reproduced in miniature by Lionel... the whole exciting drama of real railroading! Model freight cars loading, tilting, and unloading—electrically. Cars coupling and uncoupling—at the touch of a button. Locomotive whistles shrieking. Signals flashing. Bells ringing. Something happening every second! This story is this year's biggest Christmas news. Told with complete details in the 1939 Catalog. For a free copy, clip coupon below.

★ ★ ★

#### FOR ANY SPACE! AT ANY PRICE!

Now, space is no longer a problem... every father and son can enjoy hobby railroading... for Lionel now builds "00" Gauge scale models so small you can operate them on the top of an ordinary bridge table. It's the ideal size for city apartments. And cost can no longer be a factor either, for there are complete Lionel train outfits, with transformers, for as little as \$7.95.

THE LIONEL CORPORATION, Dept. AL  
15 East 26th Street, New York, N. Y.

Please send me a FREE copy of the new, full-color, 1939 Lionel Catalog and Railroad Planning Book.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**FREE! SEND NO MONEY!**

Coupon at the right entitles parents to a free copy of the 1939 full-color 52-page Lionel Catalog. Clip, fill in, mail today.





There's more than  
one way to  
*Rest your  
eyes*

● Sleep is restful to eyes. But, in most cases, hardly enough to compensate for the countless shocks of present day life. Light-sensitive eyes need more protection than nature can provide.

In Soft-Lite Lenses, millions of people have found new comfort. For these inconspicuous light-absorptive lenses scientifically combat the hazards to keen vision and beauty. The natural flesh tint of Soft-Lite Lenses blends with the complexion. Soft-Lite Lenses reduce edge glitter and reflections that make glasses noticeable. Yes, flesh-toned Soft-Lite Lenses do flatter the eyes. If these distinguished lenses are prescribed for you, you may have them in becoming styles for every occasion.

If you feel your eyes need help—please consider this suggestion—for your own

good. *Don't delay. Have your eyes examined now.* (A once-a-year duty if you now wear glasses.) It's the smart thing to do—if you would keep your eyes rested and young. And it's so important to your well-being.

*Published in the interest of more comfortable vision by the Soft-Lite Lens Co.  
New York—Toronto—London*

This Protection Certificate, issued only by the selected group of Soft-Lite Licensees, accompanies genuine Soft-Lite Lenses, made at the great optical plant of Bausch & Lomb.



**PRESCRIBED FOR COMFORT AND BETTER APPEARANCE**

## THE POPE (continued)

told him that he must not as Pope accompany his departing visitors to the door. But he had to obey his stern chamberlain's command. It was the tradition.

In matters of state the Pope's sure feel is abundantly evident. It shows in the close relations between the Vatican and Mussolini's Government. Hitler's pact with Russia, which sadly disillusioned Mussolini, gave Pius the chance he needed to strengthen the Church in Italy. Very often now the Jesuit Father, Tacchi-Venturi, makes his way between Vatican and Palazzo Venetia. Tacchi-Venturi, a Gray Eminence of the Vatican, close friend of the Pope and of Mussolini, recently refused a Cardinal's hat for his great services to the Church in making the Duce see reason on various important occasions. Little known, except to the insiders, this small, modest, elderly man moves silently without provoking the curiosity of watchful correspondents. Both the Pope and Mussolini trust him implicitly. And the Pope's counsels now carry great weight in the

**Twelve new Bishops**, including two Negroes and a Chinese who will administer their native missionary territories, were consecrated by Pius XII in St. Peter's, Oct.





palazzo Venetia, as they do also at the Royal Palace. The diplomat who is now Holy Father has proved to the arrogant Dictator that his advice is well worth listening to.

The whole of the vast Catholic system is working at top speed under the Pope's relentless drive. Every parish priest is an important cog in the machine. He must report fully on the feeling in his parish to his Bishop. Every Bishop reports to Rome. Along with the reports come daily dispatches from the nuncios in every capital on the activities of the government to which they are accredited. As a result, the Secretariat of State is by far the best-informed foreign-policy department in the world. Through this mass of material, the Holy Father is searching for a solution that will bring the war to a speedy close. Not a week passes without the Papal Legates' in London, Paris and Rome, trying to start a new plan which has sprung from their master's mind. So far, without success. But Pope Pius XII will never cease fighting.

Two days after his condemnation of race prejudice in his first encyclical. Enshrined in the bronze arch above the altar (top, right) is the wooden throne of St. Peter.



## "I'm back for more BEAU-DURA undies!"



*From now on, my undies are Wards Beau-Dura's! They don't shrink or stretch or even fade. And no matter how often I wash them their seams never rip or pull apart.*



*I like my undies to fit without a ripple. That's why I prefer Wards Beau-Dura's. They're so carefully sized that I'm always sure of comfort and ripple-free fit.*



*I like to get my money's worth... and I do with Wards Beau-Dura's. They're made of longer-wearing, heavier-weight Spun-lo rayon, in the tailored styles I like.*

...made of run-resist  
Spun-lo Rayon  
the better rayon fabric

"I'm back for more Beau-Dura's" ... we hear that in Ward stores every day! And you'll come back for more yourself! For you'll find that for real value you can't beat these undies of that famous rayon yarn... Spun-lo. See the briefs, flared or cuffed panties or bloomers at Wards, the only store that sells Beau-Dura's!

GIVE BEAU-DURA'S  
FOR CHRISTMAS!



Come to Wards for all your lingerie. Look for the pink and blue Beau-Dura package.

39¢ regular sizes

Montgomery Ward

U.S.A.



# This Christmas comes but once a Lifetime!



There's always a best—in  
bicycles it's Schwinn-Built



That boy of yours can all but touch his Christmas bike right now. He's ridden it already, through hundreds of miles of imagination. And, just because he *can't* believe it won't come true, because he *knows* you'll give it to him if you possibly can, he's bragged to all the gang about "his bike"—and his Dad, who never lets him down.

Don't get him just *any* bicycle. Give your boy the bicycle that bears the seal of America's finest bicycle manufacturer. Give a genuine, Schwinn-Built bicycle, unconditionally guaranteed by the maker and identified by the Schwinn "Seal of Quality" on the frame. Make this the Christmas that comes but once a lifetime.

★

Schwinn-Built bicycles cost little or no more, and are available from better dealers everywhere. Write today for free folder.

**ARNOLD, SCHWINN & CO., CHICAGO**



TO PLEASE A  
LEADING LADY!



*Leading Lady*  
REG. U. S. PAT. OFF.  
**HANDBAGS**

This Paris-inspired, luxuriously soft, calf-grained handbag belies its price! The stunning "PUFFETTE" treatment is fashion's newest pet. The highly polished frame and inside fittings are quality details. Colors: black, brown, wine, navy. Also available without Puffette in alligator grain or black patent grain . . . At your favorite store or send \$1.00 for each handbag.

ELANBEE, Inc., Dept. L, 19 E. 22nd St., N.Y. C.  
Enclosed please find \$\_\_\_\_\_ for \_\_\_\_\_ Leading  
Lady Handbags \_\_\_\_\_ color in \_\_\_\_\_ grain.  
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_



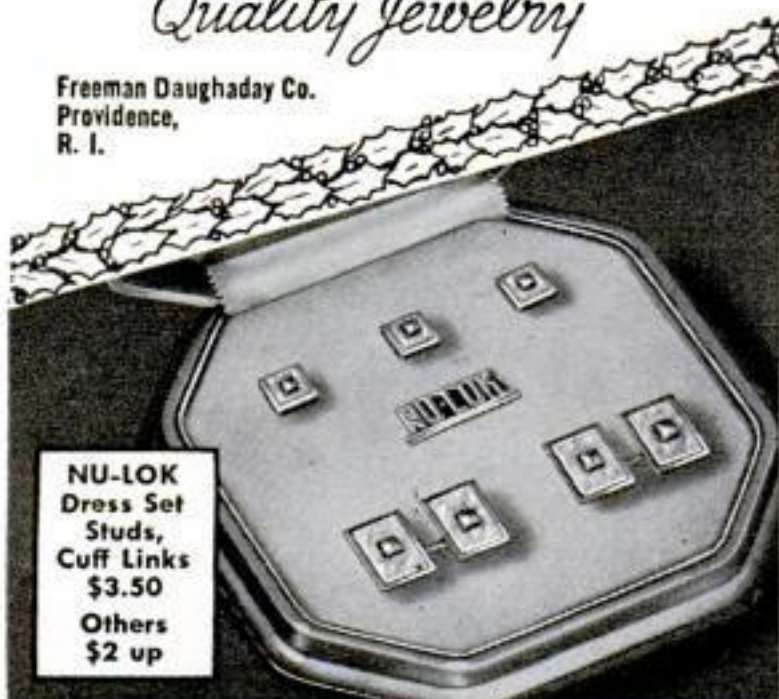
NU-LOK  
Collar  
Holder  
Tie Clip  
Set \$2.00  
Others  
\$1 up

*Give a man* **JEWELRY**  
*he will wear*

Quality Jewelry—correctly styled. Collar holders (with the NU-LOK grip), tie clips (with the smooth-on action), tie chains, cuff links, money clips, daytime sets and evening sets. Attractively boxed for giving.

**NU-LOK** ★  
*Quality Jewelry*

Freeman Daughaday Co.  
Providence,  
R. I.



NU-LOK  
Dress Set  
Studs,  
Cuff Links  
\$3.50  
Others  
\$2 up

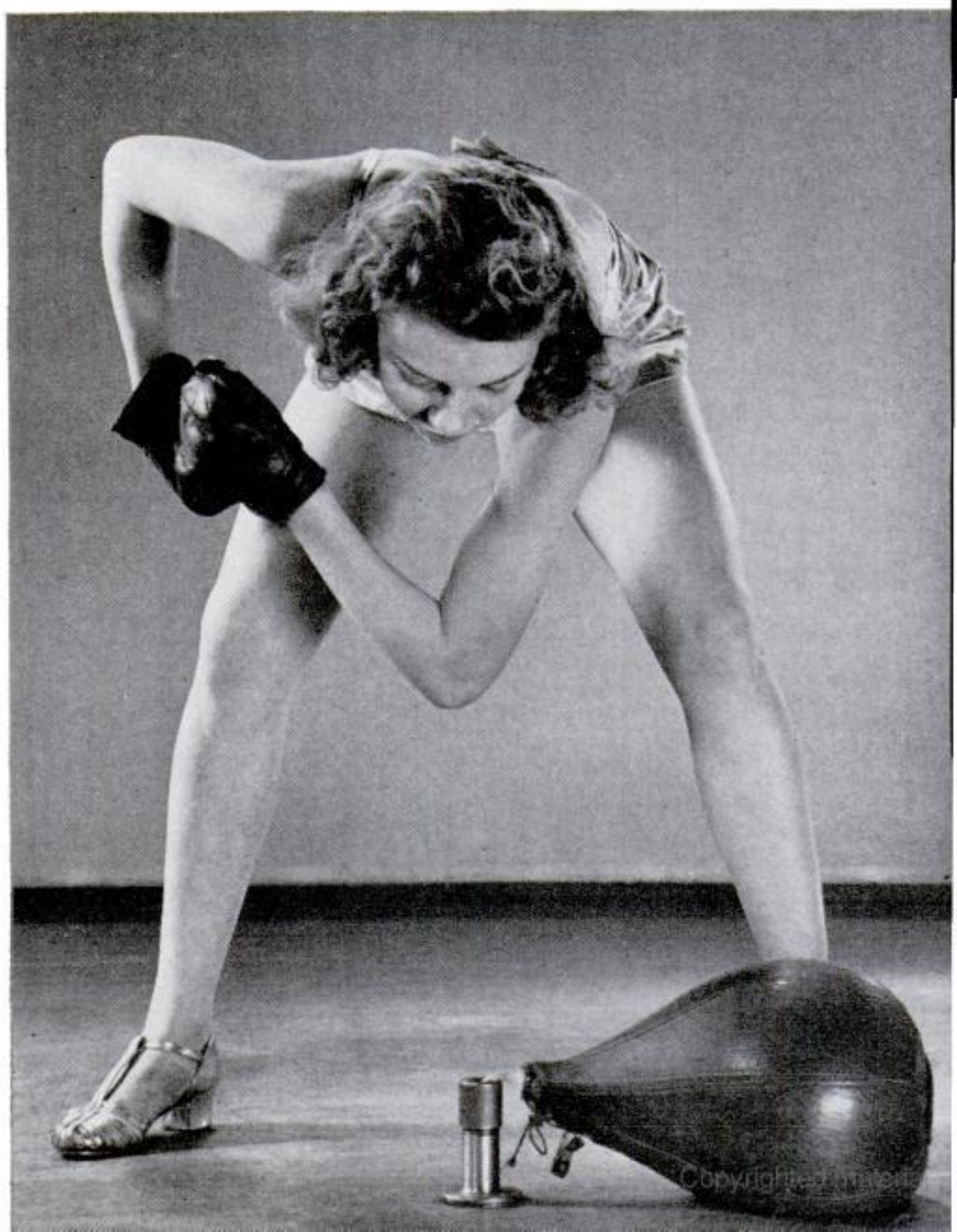
SPORTS



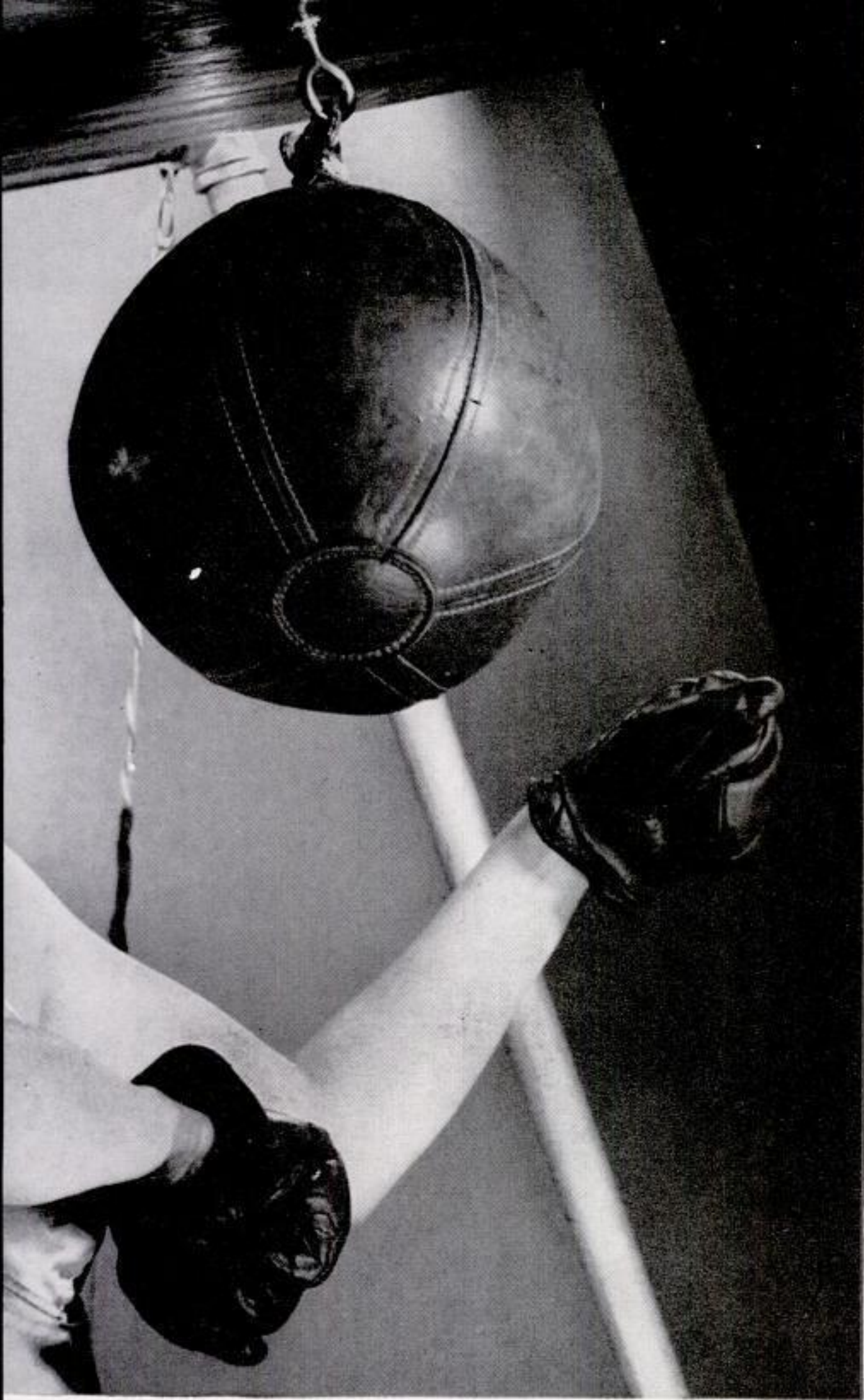
WITHOUT EVEN LOOKING, DORIS KEEPS TWO BAGS GOING IN RHYTHM

**PRETTY 18-YEAR-OLD NEW JERSEY  
SECRETARY MAKES MONEY BY BEING  
WORLD'S BEST WOMAN BAG-PUNCHER**

WITH BAG FASTENED TO GROUND, DORIS KEEPS IT BOUNCING UP AND DOWN







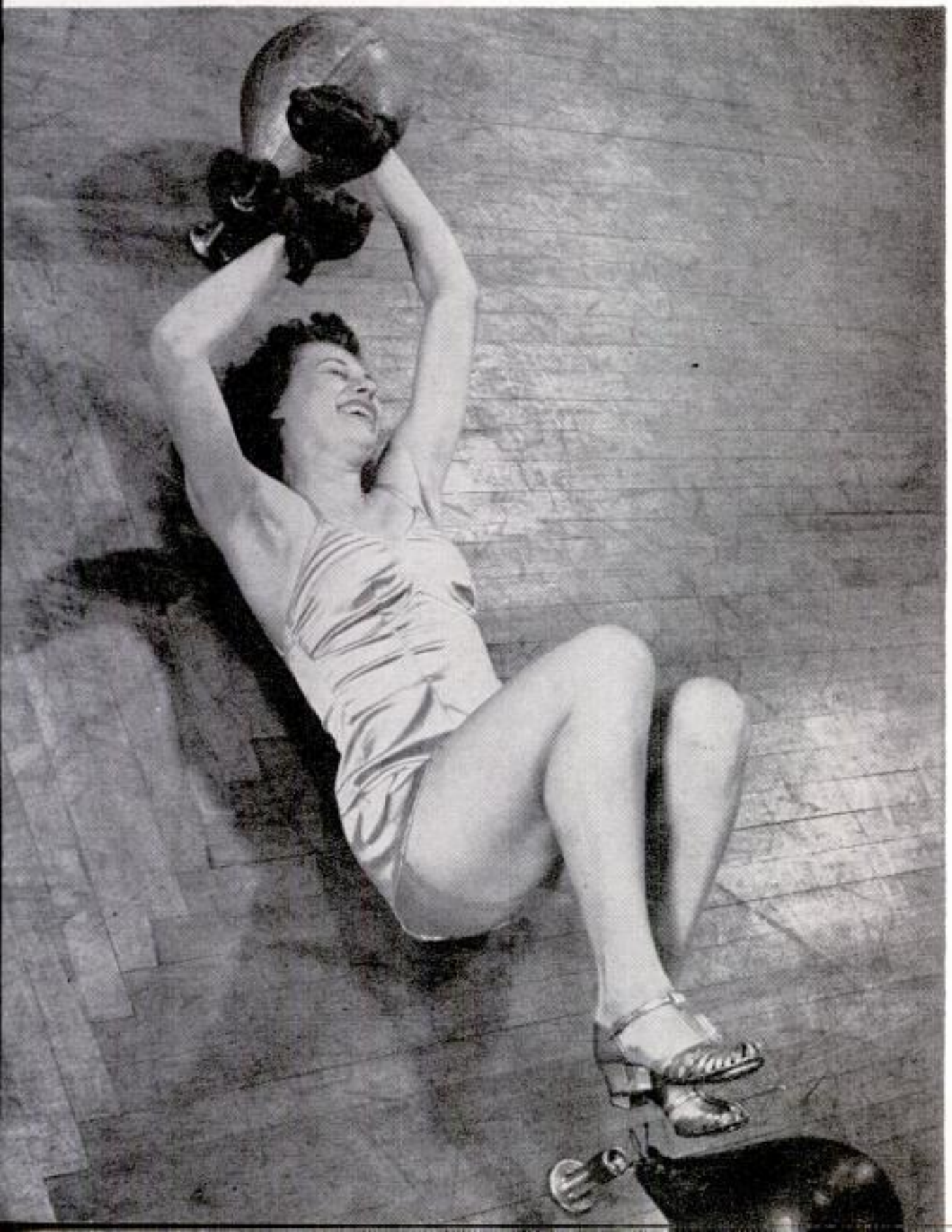
P-TAP-TAP, HITTING FIRST WITH RIGHT HAND, THEN WITH LEFT

In the daytime, pretty 18-year-old Doris De Green of Wood Ridge, N. J., is a businesslike secretary in a button-and-novelty factory. But at night, she has a strange hobby. In a homemade gymnasium she puts on leather gloves, punches away at an inflated leather bag. In this way, she has become the greatest woman bag-puncher in the world.

Doris began punching when she was 8 and her father ran a gymnasium. Today she makes money by appearing at smokers, fairs, benefits. Once, in Billings, Mont., she drew a crowd of 12,000. Next to bag-punching, Doris likes best to dance to swing music, considers herself a jitterbug.

CONTINUED ON NEXT PAGE

ON HER BACK, DORIS PUNCHES ONE BAG WITH HANDS, ANOTHER WITH FEET



★  
Gale Page, Rosemary,  
Lola and Priscilla Lane,  
in "FOUR WIVES"  
a Warner Bros. Picture

## FOUR WIVES CHOOSE *Vanity Fair* KNEELAST\* STOCKINGS *for Christmas Giving*

HAPPILY WEDDED are beauty and wear in these crepe chiffons of unique gift appeal. The patented Kneelast feature *s-t-r-e-t-c-h-e-s* to eliminate garter strain and costly garter runs. Fashion-wise, thrift-wise "wives" choose Vanity Fair Kneelast Stockings for day-long, night-long wear—and for sure-to-please Christmas gifts. Glamorous shades. Three proportioned lengths. At leading stores. \$1.15—\$1.25—\$1.35.

\*PAT. NO. 1,929,006

★  
Warner Bros. have selected  
Vanity Fair Kneelast Stock-  
ings to be worn exclusively by  
all their stars and players.

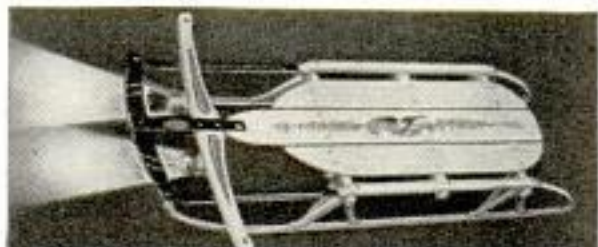
VANITY FAIR SILK MILLS • READING, PA.



WINTER...Here we come

## It's *Flexible Flyer* Time

It would be hard to find anyone whose love of winter sports and its thrills didn't start with a Flexible Flyer Sled. For over half a century Flexible Flyer has been America's name for the best in sleds—and now, with its 50 years' experience in conditioning and crafting



woods and metal for use on snow, this company is producing skis—the finest it can make.

Flexible Flyer Skis and Bindings reflect the same quality and skilled workmanship that make Flexible Flyer the leader of all sleds. Experts and professional skiers have been lavish in their praise. See Flexible Flyer Sleds and Skis at your department or sporting goods store. Or, if you prefer, write for illustrated literature.

S. L. ALLEN & COMPANY, INC.  
447 Glenwood Avenue, Philadelphia, Pa.



## *Flexible Flyer* SLEDS and SKIS

The GIFT that clicks  
with Men



190 Black  
199 Tan  
Luggage Grain  
\$6.35

## Nettleton DOUBLE DUTY LOAFERS

There's mighty little you can give a man as welcome as Nettleton Loafers... with the ORIGINAL, patented, hand-sewn Algonquin seam! Double-Duty—indoors a slipper, outdoors a shoe. 7 styles. Write for style folder, Men's or Women's—and dealer's name. A. E. NETTLETON CO., SYRACUSE, N. Y.



197 Blue  
191 Tan  
198 Burgundy  
Smooth Calf  
\$7.35

And now Lady Nettleton Loafers... for Her!

## Girl bag-puncher (continued)



Even when blindfolded, Doris keeps two bags going. She also does a tap dance. Her first public appearance, when she was 13, was in the Hackensack, N. J., armory.



Doris squints when she bangs punching bag with her head as well as with her hands. Before she gets married, Doris wants a long career as a professional bag-puncher.



# Quick Starts? Sure!



*—But Don't Sacrifice Full Engine Protection after the Warm-Up!  
Get Both this Winter with—  
**MOBIL OIL ARCTIC!***

**W**ATCH OUT FOR OIL that gives quick starts—then *lets you down!*

For *Balanced Protection*, your engine needs oil with *both* good qualities...

—it must flow fast for easy cold-morning starts, yet *retain its rich film* to resist high operating heats *after* the warm-up!

“Double-range” Mobiloil Arctic does *just that*—also provides maximum resistance against wear, carbon, gum, sludge.

Depend on the world's favorite—Mobiloil Arctic (SAE 20-20W) for normally cold weather... Mobiloil Arctic Special (SAE 10-10W) where *sub-zero* weather is usual.

SOCONY-VACUUM OIL CO., INC.  
AND AFFILIATES  
Magnolia Petroleum Co., General Petroleum Corp. of Calif.

## HOW AN EXPERT “WINTERPROOFS” YOUR CAR:

### **ENGINE PROTECTED!**

Grimy, dirt-thickened summer oil comes out. Crankcase is flushed clean...refilled with pure, “double-range” Mobiloil Arctic. Because this great oil flows fast—yet never thins dangerously—tight-fitting engine parts get positive protection against operating heat as well as winter cold.

### **RADIATOR MADE SAFE!**

Drained of scaly summer water—cleansed with Mobil Radiator Flush—refilled with clean water and rust-resisting, corrosion-resisting Mobil Meezone...the better anti-freeze protection made possible.

### **3 GEARS SHIFT EASILY!**

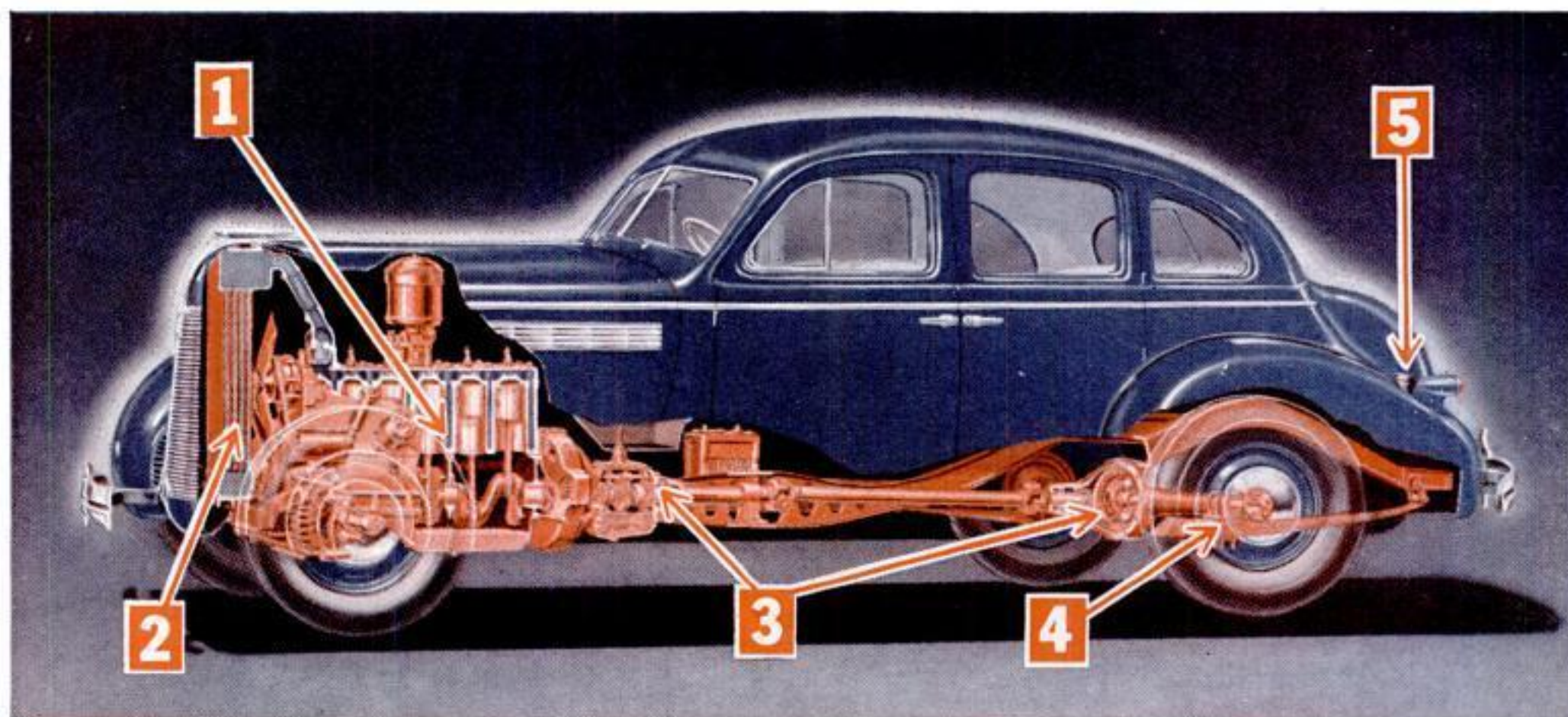
Thick summer gear oil removed from transmission and differential—replaced with exactly the right grade of Mobiloil Winter Gear Oil for quick shifting, complete safety!

### **4 CHASSIS PROTECTED!**

Winter Mobilgrease resists squeezing, washing out—protects more than 45 vital parts against costly winter wear despite snow and slush.

### **5 MOTOR FIRES FAST...**

1940 Winter Mobilgas in the tank gives you quick winter starting, fast winter warm-ups—plus pep, power, and full mileage all winter long!



**WINTERPROOF TODAY AND CHANGE TO—**

# Mobiloil Arctic





This is Petruccelli's painting for the cover of the Christmas card which will announce your gifts of FORTUNE.



## Among those who have welcomed FORTUNE as a Christmas gift

LAURANCE H. ARMOUR, Lake Forest, Ill.  
LADY BALDWIN, London  
LIONEL BARRYMORE, Beverly Hills  
MAJOR EDWARD BOWES, New York  
ADMIRAL RICHARD E. BYRD, Boston  
Dr. LOGAN CLENDENING, Kansas City  
NELSON DOUBLEDAY, New York  
IRENE DUNNE, Los Angeles  
ARCHDUKE FRANZ-JOSEF of Austria  
HUGH GIBSON, New York  
Mrs. LOUIS GIMBEL, New York  
TOM M. GIRDLER, Cleveland  
Miss MARGARET GRUEN, Cincinnati  
JOHN HAYS HAMMOND Jr., Gloucester, Mass.  
J. EDGAR HOOVER, Washington, D. C.  
CORDELL HULL, Washington, D. C.  
JOSEPH P. KENNEDY, London  
WILLIAM S. KNUDSEN, Detroit  
Mr. & Mrs. ALFRED LUNT, New York  
ROBERT FOSTER MADDOX, Atlanta  
Rt. Rev. HERMAN PAGE, Detroit  
RALPH PULITZER Jr., New York  
Dr. KINGSLEY ROBERTS, New York  
BARON M. de ROTHSCHILD, Paris  
H. I. M. HAILE SELASSIE  
GERARD SWOPE Jr., Ossining, N. Y.  
SENATOR BURTON K. WHEELER  
H. R. H. THE DUKE OF WINDSOR  
M. PAUL VAN ZEELAND, Brussels

... a magazine which will stir among your friends the same enthusiasm that countless others have so often voiced ... for example:

"When I received my first copy of FORTUNE I ran around displaying it to all my friends with as much pride and enthusiasm as if it had been a child of my own brain." CHARLES EDISON  
President, Thomas A. Edison, Inc.

"I show it to my friends in England with pride and pleasure." H. GORDON SELFRIDGE

"FORTUNE unfolds a drama of business which is as stirring as any motion picture ever produced." DARRYL ZANUCK  
Twentieth Century-Fox Film Corp.

"FORTUNE has shown that the real story of any business is as readable, dramatic and exciting as *Lost Horizon* or *Gone With the Wind*." EARNEST ELMO CALKINS  
Director, Calkins & Holden Inc.

"FORTUNE is too good to be true — broad, independent, far-seeing, positive, stimulating and entertaining." NORMAN BEL GEDDES

"A great publication." SENATOR WM. E. BORAH

"I look upon FORTUNE as one of the outstanding publishing successes of the last decade." LEWIS H. BROWN  
President, Johns-Manville Corp.

## Special Christmas Gift Rates

ONE SUBSCRIPTION, \$10  
ADDITIONAL GIFTS, \$6.50  
Foreign, \$2 extra

Your own subscription may be entered at these rates, in connection with your Christmas gifts. These rates apply only until January 1 on subscriptions ordered and paid for by one person.

## For Christmas AMERICA'S FINEST MAGAZINE

FORTUNE makes a very special Christmas gift in times like these—for men in business ... for boys about to enter business ... for intelligent women in touch with their husbands' affairs ... for anyone alive to the excitements and problems of business in this critical year.

FORTUNE is a man's magazine—but it is read by many thousands of women. FORTUNE is a beautiful magazine—but it is also a magazine to read from cover to cover. FORTUNE is a magazine of today—but today more than ever before FORTUNE is also a history to save for tomorrow.

There is beauty and richness in FORTUNE—in its fine paper, its rich gravure printing,

its magnificent paintings and photographs. But it is the high excitement and the vast importance of the story FORTUNE will tell in 1940 that will make the Magazine of Business more welcome this Christmas than ever before.

For FORTUNE is telling the story of Business in a wartime world—and FORTUNE is also helping its readers to know the kind of world we all must work in when another peace is signed.

Special rates are available to LIFE readers during the Christmas season—rates which will save you \$3.50 on each of your gifts of FORTUNE after the first—and your own subscription may be entered now as part of your Christmas order.

# Fortune

338 EAST 22 STREET, CHICAGO, ILLINOIS  
PUBLISHED BY THE PUBLISHERS OF TIME AND LIFE



## RELIGION



CHURCH OF APHRODITE FOUNDER GLEB BOTKIN & WIFE HAVE FIVE CHILDREN

# CHURCH OF APHRODITE, GODDESS OF LOVE, IS CHARTERED IN NEW YORK

Freedom of worship, as guaranteed by the U. S. Constitution, protects not only Protestants, Catholics and Jews but the right of any man to worship any god he pleases. In New York and in most States a small charter fee to cover clerical and document costs will formally establish his worship as a church. Last month in New York the Long Island Church of Aphrodite was thus incorporated for worship of the Greek goddess of love and beauty.

The new and frankly pagan church is complete with a congregation of 35, a high priest—its founder Gleb Botkin—a concrete manifestation of its divinity in a plaster model of the Medici Venus, and a creed which begins, "I believe in Aphrodite, the flower-faced, sweetly-smelling, laughter-loving Goddess of Love and Beauty." Sex, its central theme, plays its part in the church not in orgiastic ritual but as an ideal "divine and wonderful."

State of New York



Department of State  
Albany

IT IS HEREBY CERTIFIED THAT THE  
CERTIFICATE OF INCORPORATION  
of

Long Island Church of Aphrodite

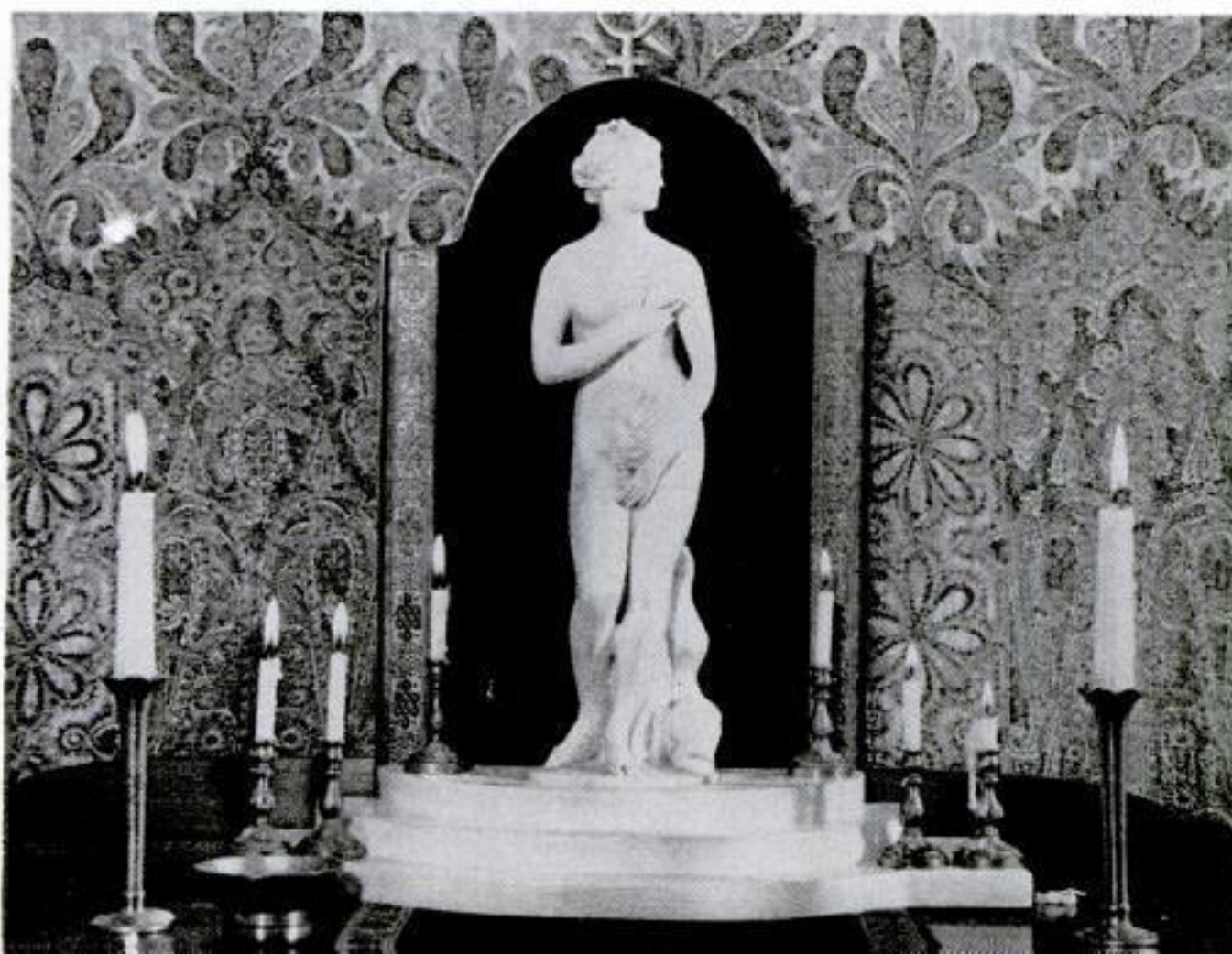
was filed in this Department on the fourth day of October, 1939



Witness my hand and the official seal of the Department of State  
at the City of Albany this 21st day of October, 1939

Richard L. Moore  
Secretary of State

Formal charter gives privilege of collecting funds to support church. Venus of Medici (below) flanked by burning tapers, stands on bedroom bureau converted into altar.



## QUESTION

Which are the  
only cough drops  
containing  
Vitamin A?  
(CAROTENE)

## ANSWER



HILDICK  
Apply each BRANDY

PEOPLE WITH GOOD  
MEMORIES DRINK  
HILDICK



90 PROOF

HIGHBALL • COCKTAIL  
COLLINS • STRAIGHT

Free "First Aid for the  
Amateur Barsman,"  
a booklet about drinks and  
how to make them... write  
Distilled Liquors Corp., Dept. LM,  
271 Madison Avenue, New York.

Copyright 1939, Distilled Liquors Corp.

Unique for Christmas.....  
HUARACHES from old Santa Fe

ORDER  
and shoe  
size, if possi-  
ble outline of  
foot.

ONLY \$2.50

Attractively Boxed  
Immediate Delivery

Here's utter comfort  
for indoor loafing!  
These Mexican house  
slipper sandals make  
ideal gifts for men,  
women. Handwoven of  
same honest steer-  
hide as outdoor  
type. All sizes for  
men or women.



The  
OLD MEXICO  
SHOP

SANTA FE, NEW MEXICO

THIS YEAR  
Give Leather  
by RUMPP



Leading stores are  
showing a fascinat-  
ing variety\* of gifts  
in leather by Rummpp.



OVERNIGHTERS

Amazingly complete,  
compact and light. Stow easily in a brief-  
case or overnight bag. Variety of styles  
for both men and women. \$2.50 to \$7.50.



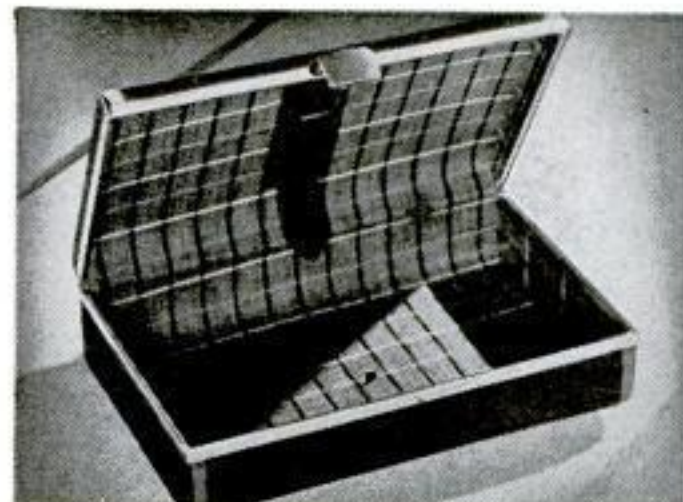
The "STERLING of LEATHERWARE"  
No other mark distinguishes  
so many different and useful  
gifts in leather.



BILLFOLDS—slim, trim, light. Ingenious  
compartments. With or without zippers.  
\$1 to \$10. KEY-PURS 50c to \$2. In  
matched sets, too! Such outstanding  
leathers as goat, seal and ostrich.



SMO-KIT holds a pack of 20's and defends  
it! Easy zipper loading and flip-up flap.  
Choice of leathers. \$1 to \$3.50.



TRAVEL CASES—smart, new, air-light.  
Will carry all the needs for your travels.  
Belt grip for comb, etc. Snap clasp.  
Various styles. \$3.50 to \$10. Completely  
fitted cases, too, for men and women.

\*Fitted travel cases, tobacco pouches,  
poker chip sets, jewel cases, collar boxes,  
picture frames, desk sets and a variety of  
other gifts for men and women have been  
styled in leather by Rummpp—since 1850.

C.F. RUMPP & SONS



PHILADELPHIA, PA.





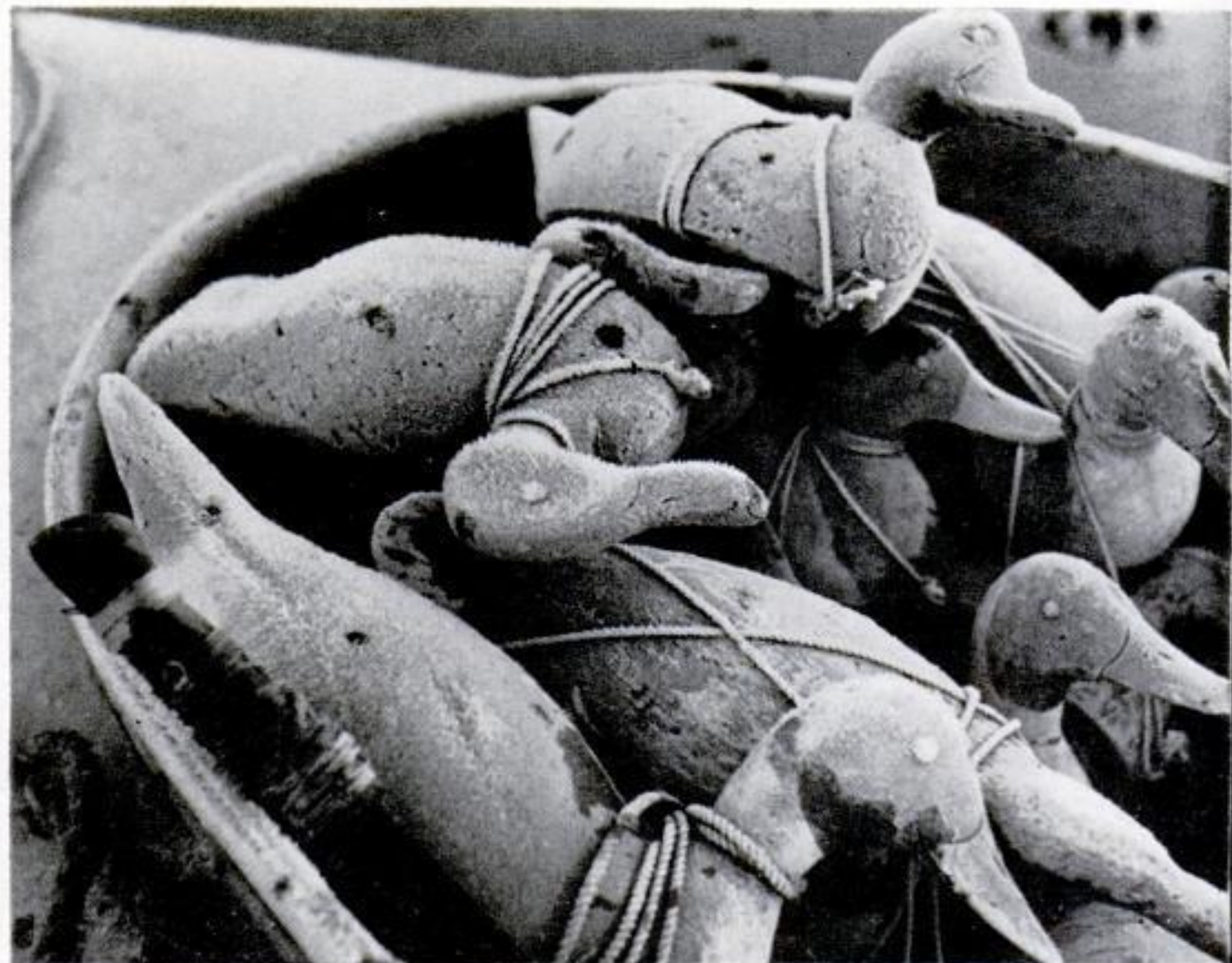
**Van Campen Heilner** calls ducks on a reed instrument that looks like mouthpiece of a saxophone. Some hunters think duck call sounds melodious as a flute. Below: hunters leave camp at 6:30 a.m.

## *Life goes to a Duck*

**On Illinois' Sangamon River with Van Campen Heilner**

**A**lmost every U. S. sportsman is familiar with the weather-beaten face of Van Campen Heilner. It beams out of the rotogravure sections, where Heilner usually is standing beside a huge fish taken in Mexican, South American or West Indian waters. It can be seen in cigaret advertisements, in movie shorts, on the jackets of bright, expensive books. Wherever it appears, Heilner is called the world's best authority on hunting and fishing.

Fortnight ago, Heilner invited *LIFE* to accompany him on a trip to the duck reserve of another great sportsman, Louis H. Barkhausen, at Cuba Island in



**Ice forms on decoys** as party rows over to the blinds. Best hunting weather is stormy weather, which drives ducks southward from breeding grounds of the Canadian Northwest.





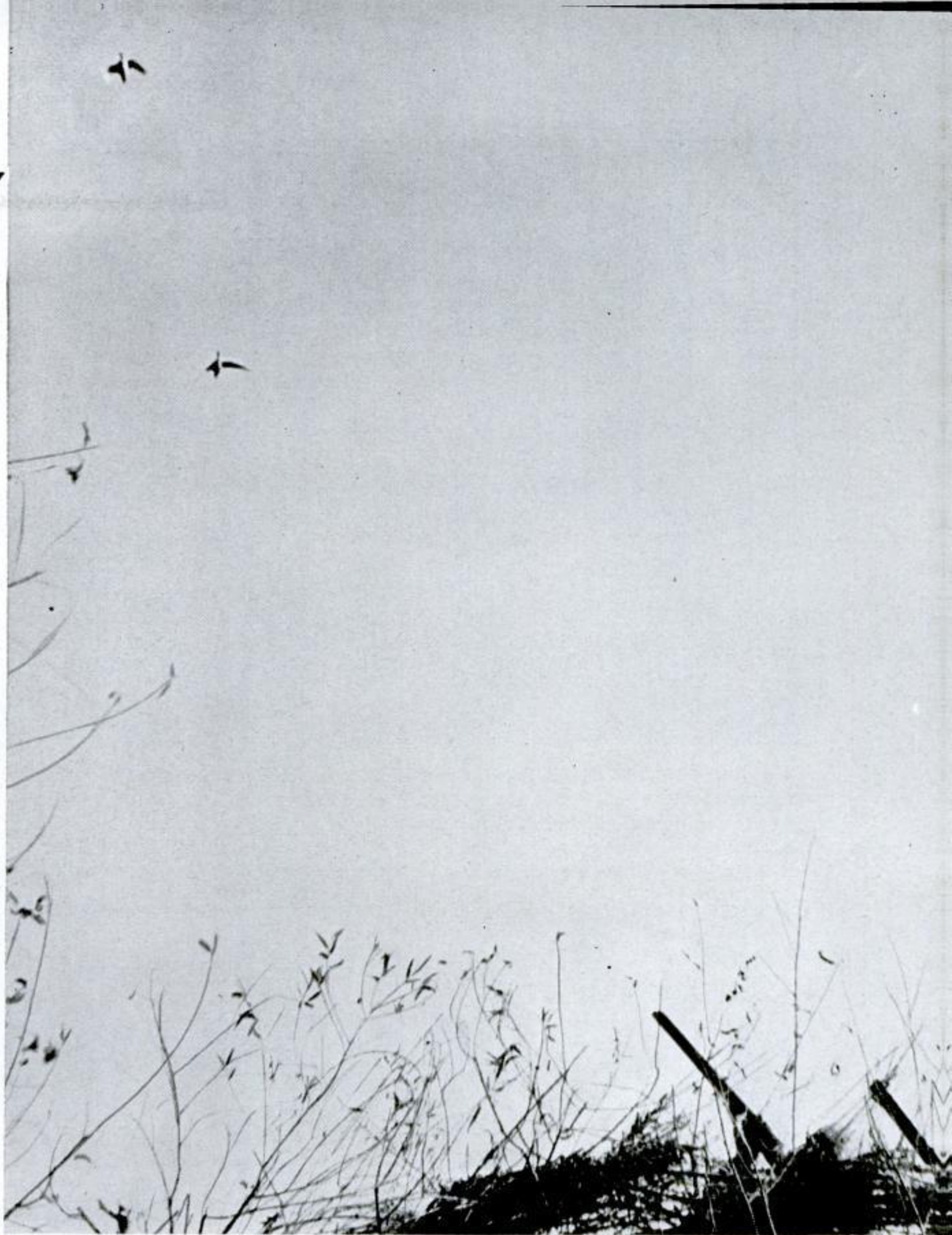
# Hunt on Cuba Island

the Sangamon River, a tributary of the Illinois. There is no better duck shooting in the U. S. Barkhausen, president of Ducks Unlimited, a conservation organization, has bought 2,000 acres of dry Illinois farmland on the Mississippi duck flyway, built dikes, dams and floodgates, made a perfect resting ground for millions of ducks. On a good day, hunters see as many as 10,000 birds.

At night, ducks sleep on the water of secluded ponds, sheltered from cold winds. When dawn comes, they swarm off to the feeding grounds, in search of smartweed and buck-grass seeds. Because it is easier to shoot birds on their way to get food, Federal law forbids any shooting before 7 a.m. or after 4 p.m., when the night flight is just returning to the ponds. Between those hours, each hunter is allowed ten ducks. At Barkhausen's reserve, a good gun should get this limit in about two hours, while shooting not more than 25 or 30 shells.



On the blind, three girls sit with Heilner. They amuse him by singing limericks. Below: decoys are put out at 6:45 a.m., just as the sun breaks through a heavy bank of clouds.



Two mallards come in, attracted by decoys and the seductive sounds of the duck call. A second after this picture was taken, the shotguns at right barked and the ducks fell dead in the water.







**WHO LEFT THAT TOY THERE!** Too late now to matter whose fault it was. But not too late to put on a Band-Aid . . . after the cut has been treated properly. Band-Aid is a ready-made bandage of gauze and

adhesive. It helps keep out dirt. Sticks on securely. Be sure to get *genuine Band-Aid*. It's made only by Johnson & Johnson. Look for the Red Cross on the package.



**Johnson & Johnson**  
**BAND-AID**  
REG. U. S. PAT. OFF.  
**ADHESIVE BANDAGES**

**STOP!** here's  
the jolly 50c gift  
for the Christmas  
stocking!

**new...**

like working in  
bare hands! No  
fingers to fish for.  
Lefts and rights are  
interchangeable.  
Protects hands and  
manicures! Gift packaged.

Give 6 pairs . . .  
one in each color!

For  
WINTER SPORTS  
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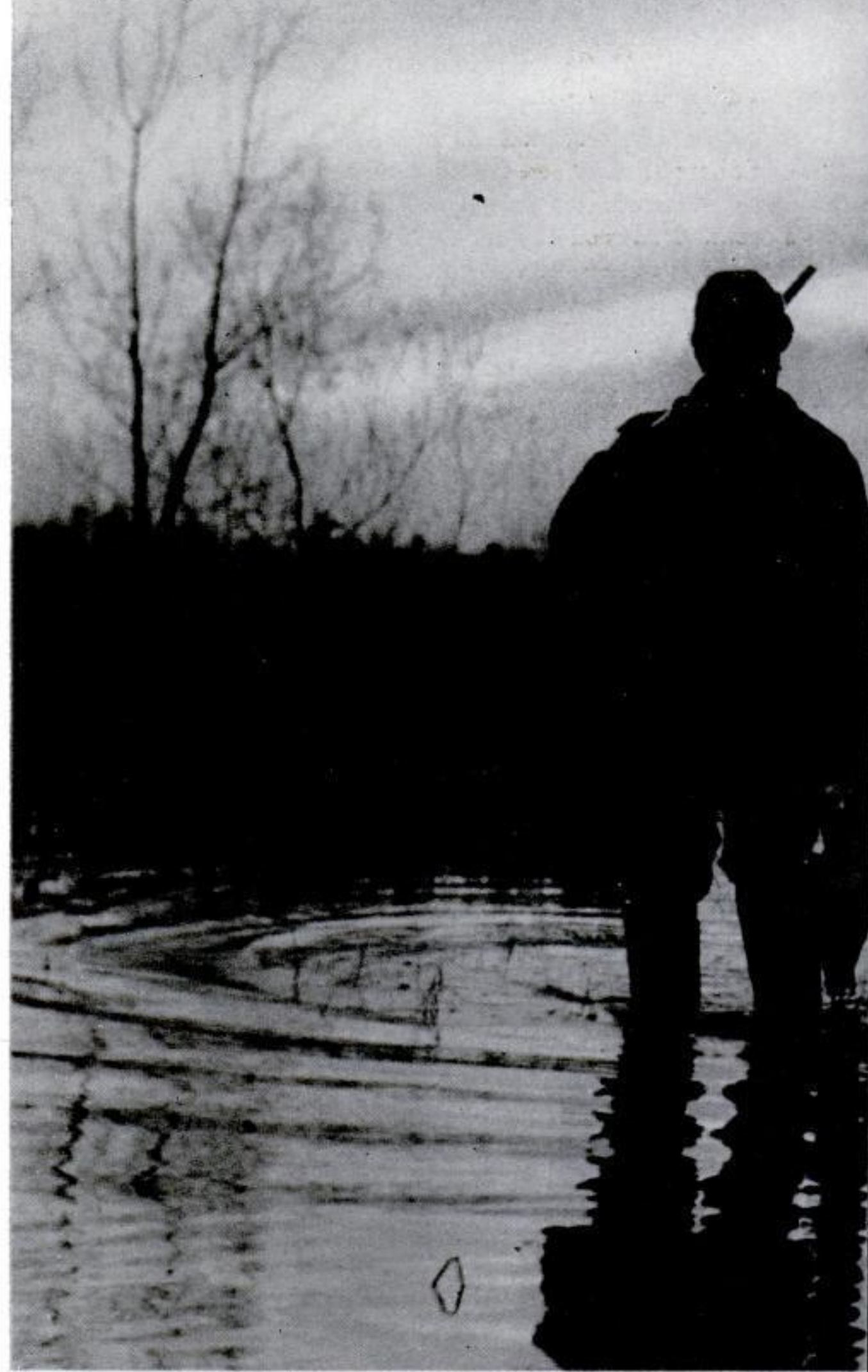
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Address

\* T. M. Reg. U. S. Pat. Off. Copyr't 1939 Int'l Latex Corp.

*Life goes Duck Hunting* (continued)



Through swamp comes Heilner with three ducks he shot just before 4 o'clock. For hunting Heilner wears cashmere underclothes (\$45), a turtle-neck sweater (\$16.50).



A day's bag of mallards and pintails is hung on the camp porch. To make duck better eating, some hunters think they should be frozen hard for two or three weeks.





Camel's-hair shirt (\$25), waterproof coat (\$25), waterproof trousers (\$16.50). His boots (\$12) have sheepskin lining, and he wears no socks so he can wiggle his toes.



Shots used by hunting party are stacked in rack. Most hunters use .12-gauge shotguns (cost \$50-\$1,250) but some experts shoot ducks with small .410's (\$35-\$1,000).

# AS RUMORED AT N.Y. STYLE SEMINAR, CEDAR-CURED SHOES ARE HERE!



Jarman's exclusive process to mellow calfskin, make it long wearing, also gives it lasting, fresh aroma of cedar

"JARMAN IS developing a new process to make calfskin more supple, weather resisting, and long wearing!" It was only a rumor at the big Esquire-Apparel Arts Style Seminar last Spring. Today it's an accomplished fact. Jarman presents Cedar-Cured shoes!

By a process exclusive with Jarman, top-grade calfskin, after tanning, is specially cured. And in the leather there's the clean, fresh aroma of cedar. You'll get it if you apply the "sniff test" . . . hold a Cedar-Cured Jarman up close to your nose. This new, superior quality leather is unmistakably identified.

Right now, from coast to coast, Jarman dealers are showing the new Cedar-Cured shoes. You have a choice of super-smart models. See them today!

Jarman Shoe Company, Division of General Shoe Corporation, Nashville, Tennessee.

In a quiet corner at New York hotel during Esquire-Apparel Arts Style Seminar last Spring, alert shoe retailers and buyers discussed rumors about Cedar-Cured calfskin. Jarman officials, then noncommittal, now talk an arm off friends on sensational reception of Cedar-Cured shoes.

At your Jarman dealer's, see, also, the Jarman Style Charts . . . which shoes to wear with what . . . as created by "The Style Reporters," for presentation in Esquire magazine.



MOST \$5.00 \$5.50 \$7.85  
STYLES AND TO  
**Jarman**  
SHOES FOR MEN





## It's the *Natural Angle* of the **KNAPP SHAVER** that sparks your enthusiasm

A. W. Blume, Jr., Springfield, Mo., says, "I am a proud and enthusiastic user of your **KNAPP SHAVER** and you really have something there right from the first shave—no breaking in as you truthfully said in your advertising."

Why not make your own personal experience test, today. Try a **KNAPP Natural Angle SHAVER**. Feel your face. Decide by the shave you get.

### No Other Shaver Like It

- 1 **Natural Shaving Angle.** You hold the **KNAPP SHAVER** just as you are used to holding your blade razor, *naturally*.
- 2 **Two Sizes of Cutting Slots in one** shaving head for coarse or fine beards. Shaving head is instantly reversible. Non-clogging. No setscrew to adjust.



**K-M INFRA-RED RAY LAMP**

Ideal for home treatment of both general and local conditions under physician's direction. Adjustable to any position **\$3.95**

**KM**

**KNAPP-MONARCH**

**ELECTRICAL APPLIANCES**

KNAPP-MONARCH CO.  
St. Louis, Mo., U.S.A.

## PICTURES TO THE EDITORS

### STATE CENTER, IOWA

Sirs:

When somebody out in Hollywood decided that our town was the typical U.S. "one-hoss town," Warner Bros. decided to hold the world's premiere of their new picture, *Pride of the Blue Grass*, here at the State Theatre (246 seats) of which I am manager. Half the town agreed that State Center is one-hoss and are sort of proud of it. The other half was against the notion. They weren't sure that such talk would do the town any good.

I thought that some of the folks who read *LIFE* might like to judge the question for themselves, so I asked Photographer Ken Jonson over from Ames to take some pictures of the townsfolk hereabouts and of some of our points of civic interest.

What makes a town one-hoss? I figured it just must be people like me—what we do and what we look like. So, here are some of us. The captions are mine.

ROY T. HILL

State Theatre  
State Center, Iowa (pop. 1,012)



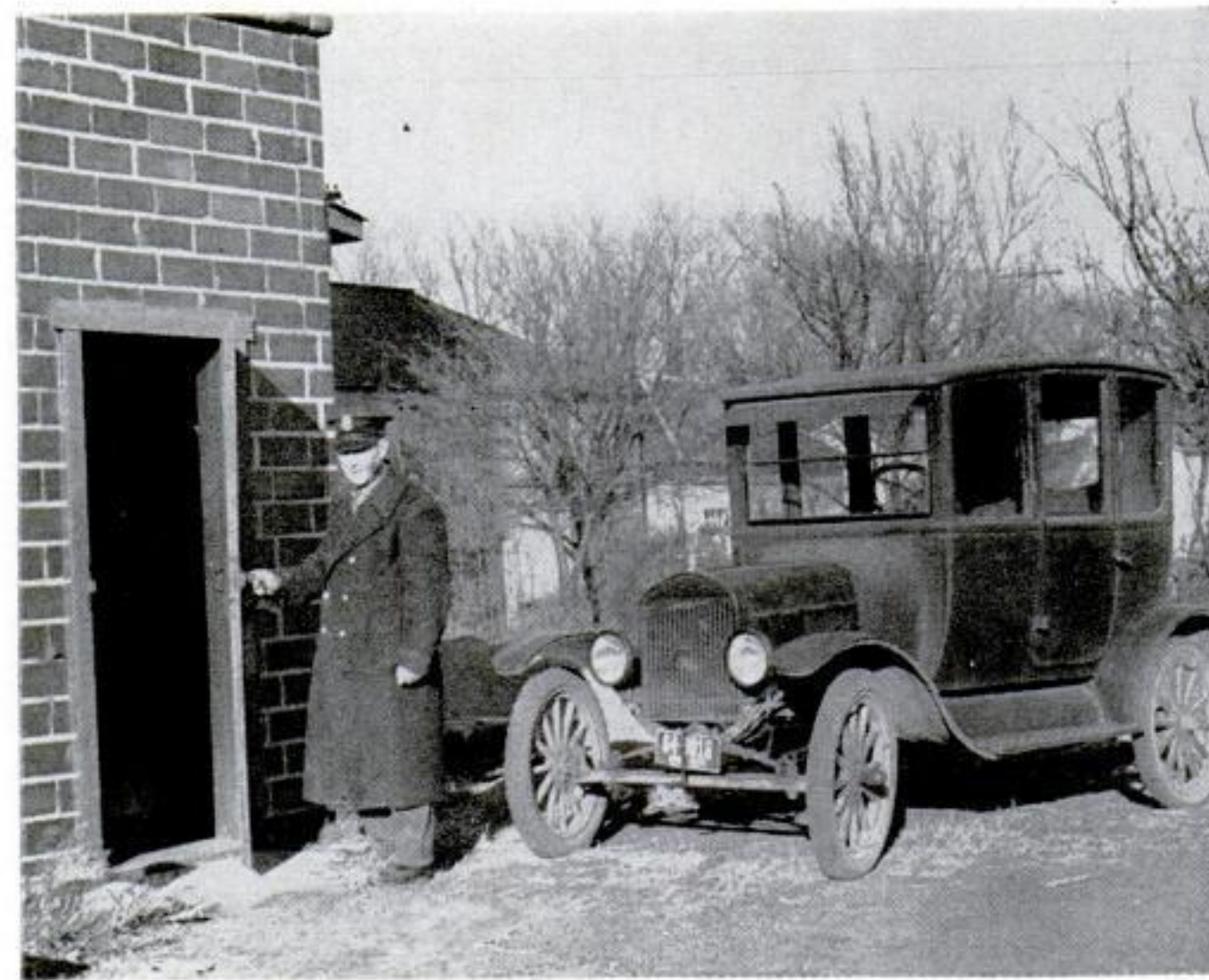
MAIN STREET OF OUR TOWN. NO "HOSES" HERE



WE OWN OUR OWN LIGHT PLANT



BANK PRESIDENT FRANK GILBERT



OTY SWEET IS POLICE CHIEF. WE'RE NOT SO PROUD OF OUR JAIL



## Colt SLAAKS ACCENT on COMFORT

Colt Slaaks are true moccasins in the popular Norwegian style. They're soft enough for indoors, stout enough for outdoors... flexible and comfortable always. Colt Quality is in evidence from their hand-sewn tips to their pliable soles. A timely Christmas suggestion—in luggage leather or white.



COLT TRUE MOCCASINS  
in other popular models  
are featured in the  
best stores and shops.



**Colt-Cromwell**  
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NEW YORK CITY

LOS ANGELES

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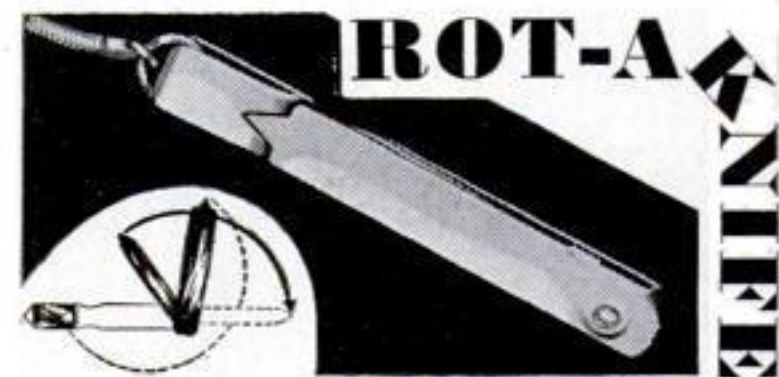
**Contributions Editor**

**LIFE**

Time and Life Building

Rockefeller Center

New York City



"Open the Handle instead of the Blade"

Just in time for Christmas—most revolutionary advance in knife design in years. Swing handle—blade of finest cutlery steel locks open; swing again—blade locks shut. No broken finger nails—no dangerous spring action—no cut fingers. Nail file cleverly concealed inside handle. Smart enough for the finest watch chain or milady's bag; strong enough for sportsmen. Beautiful combination gold and satin stainless steel finish, at your dealer's, or direct only \$1.00. All stainless steel finish, 50c. (No stamps.) DEALERS: It sells on sight. Write!

Carter Products Corp., 840 Front Ave., Cleveland, Ohio



See your dealer or write for Booklet 403.

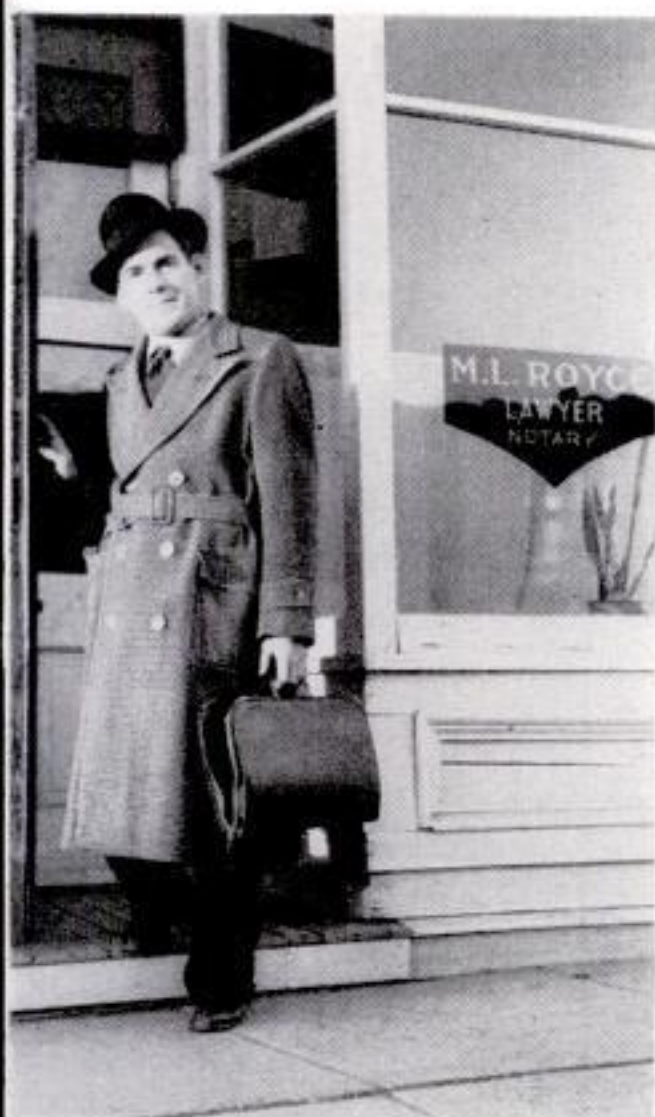
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JACKSON, MICHIGAN





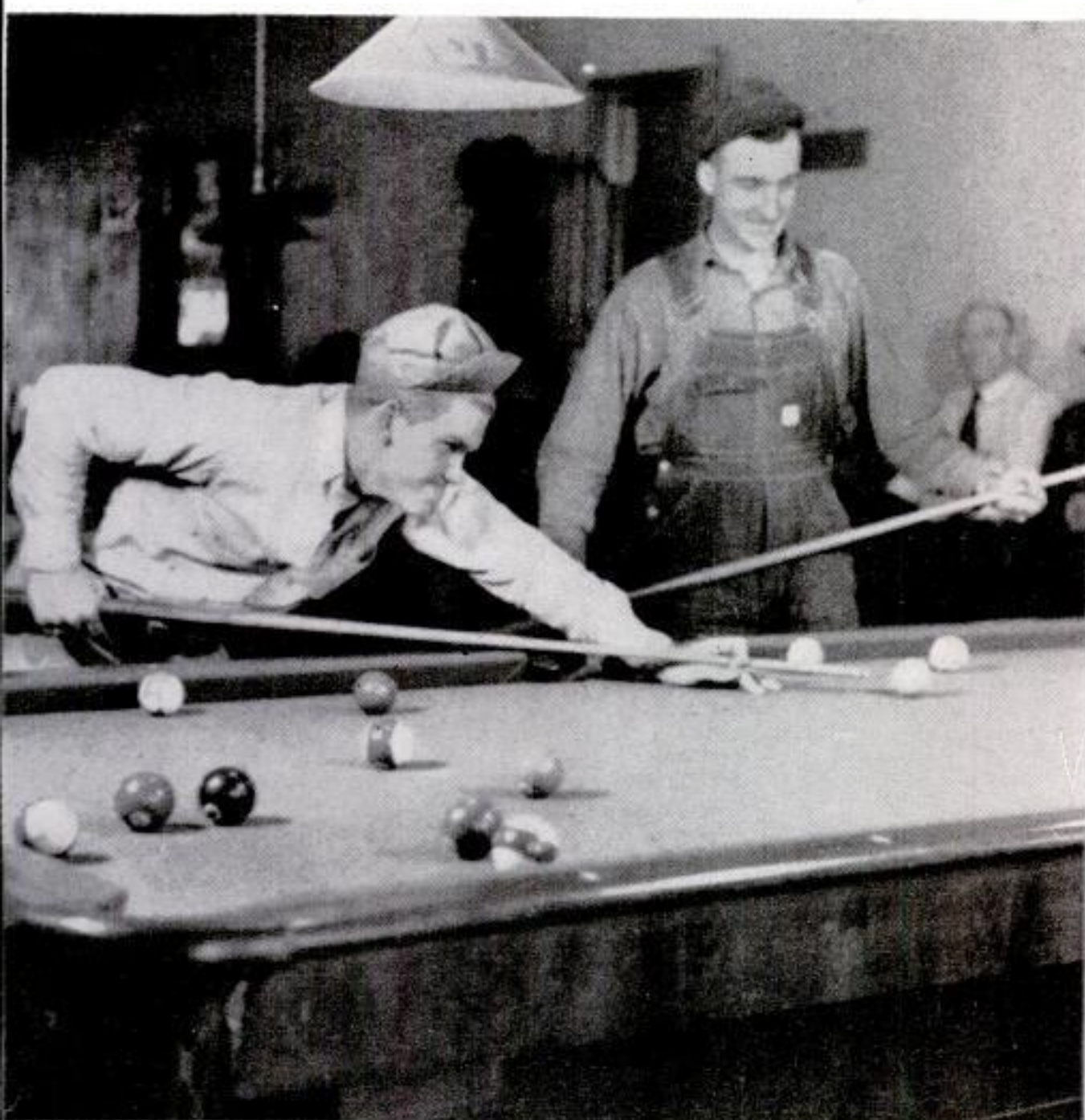
CHARLEY PLESHEK, OUR STATION AGENT, IS AGAINST THE ONE-HOSS TALK



M. L. ROYCE, OUR LAWYER



DOC WOOD'S BEEN HERE 30 YEARS



TEDDY PFANTZ AND DEAN PITTMAN. THE POOL HALL IS IMPORTANT HERE

## WAS MARK REALLY MEAN ? YOU'D THINK SO, THE WAY HE ACTED AROUND HOME



### SIX GOOD TIMES TO ENJOY TEA

**BREAKFAST** - TEA GIVES YOU A QUICK PICK-UP - AND IT'S SO EASY TO DIGEST.

**AT 11 A.M.** - TEA HELPS YOU TO WORK BETTER, THINK FASTER.

**LUNCHEON** - FOR A GOOD AFTER-NOON'S WORK, LET TEA PEP YOU UP.

**AT 4 P.M.** - SO REFRESHING - TEA CHASES AWAY 4 O'CLOCK FATIGUE.

**DINNER** - TEA TASTES SWELL AND MAKES FOOD TASTE BETTER.

**EVENING** - ENJOY TEA FREELY - TEA LETS YOU SLEEP.

### IT'S AS EASY AS A - B - C TO GET A REALLY GOOD CUP OF TEA

- A** - ALWAYS USE BUBBLING BOILING WATER AND POUR IT ON THE TEA.
- B** - USE 1 TEASPOONFUL PER CUP, PLUS ONE FOR THE POT.
- C** - STEEP TO ANY STRENGTH YOU PREFER. (MOST PEOPLE WHO USE CREAM OR MILK CHOOSE A 5-MINUTE BREW.)



CLARENCE H. BURR, RAILROAD ENGINEER

I LIKE TEA, SAME AS MOST RAILROAD MEN DO. TEA BRACES ME UP - CLEARS MY MIND - DIGESTS EASY TOO. BREWED HEARTY-LIKE, TEA HAS A **SWELL FLAVOR** AND TEA LETS ME SLEEP

#### GOOD TEA COMES FROM



THESE GOOD BLACK TEAS ARE ESPECIALLY SUITED TO THE AMERICAN TASTE. FOR ECONOMY AND FULL ENJOYMENT, BUY QUALITY TEA.

# TEA

## PEPS YOU UP!

DELICIOUS, VITALIZING - ECONOMICAL TOO - COSTS LESS THAN 1/2 CENT A CUP



SAYS MR. T. POTT



Bored with shaving  
Scrapes and stings?  
Get the coolness  
Ingram's brings!



**Thrifty Ingram's  
brings you speedy,  
cool, soothing shaves!**

**F**OR SHEER beard-soaking speed—you can't top Ingram's. For all through your shave, that famous Ingram's KICK makes a cooling, bracing difference to your skin. Still—it's *after* shaving that you get your most welcome surprise. Your face feels cool as an April morning—fresh, soothed, comforted. Ingram's, you see, helps relieve shave irritation.

For more shaving satisfaction, get Ingram's today—in the thrifty tube or economical jar.



**INGRAM'S**  
*Concentrated*  
**SHAVING CREAM**  
A little goes a longer way

## PICTURES TO THE EDITORS

(continued)



### ROONEY-WILLIAMS DESK

Sirs:

Look—I shop around for something new in desks—and find something new in desks—something I think is novel and original. I pat myself on the back. Then I open LIFE, Nov. 6, and there's my

desk—with Mickey Rooney behind it. Now, I leave it up to you or the readers. With all due respect to the Rooney taste, who really harmonizes with the desk, him or me?

ROY WILLIAMS

Walt Disney Productions  
Hollywood, Calif.

### BARTHOLOMEW AT PLAY

Sirs:

LIFE, Nov. 6, showed Captain Bartholomew leading the great Tennessee football team onto the field of battle (right). To many of you, he is the great big strapping he-man of the South. I am enclosing a picture, plucked from my album, which shows him playing house with two of his sisters and one of mine. Please note that his hands are in the same position and that he has the same expression on his face.

ANDREW W. McLAUGHLIN  
East Bridgewater, Mass.



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*Picture  
Christmas  
with one of these!*

CONTAX III



SUPER  
IKONTA B



### ZEISS IKON CAMERAS

Each of these Zeiss Ikon Cameras is the ace of its class... A Merry Christmas, indeed, for the picture taker who finds one among his gifts.

IKOFLEX III

If he's a twin-lens reflex fan, he will jump with joy at sight of a new Ikoflex III—the most advanced camera of its type yet developed. If he prefers an auto-focusing range-finder camera, what a thrill when he unwraps a glittering new Super Ikonta B. Or if he leans toward a 35 mm. camera with interchangeable lenses, give him a Contax—the ultra-modern miniature that has revolutionized modern photography.

See these fine cameras at your dealer's.

Write for literature

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**OHIO STATE  
COACH  
SELECTS**

*Beau Brummell*  
**TIES AS WINNERS!**

"Beau Brummell is my choice when it comes to neckwear. They're not just good-looking—but better looking."

*Frank A. Schmidt*

**MEN** who do things have a friendly feeling for Beau Brummell ties... a man's tie! Every cravat is not just different, but a crisp fashion-first—not just good-looking, but richer, more distinctive—not just wears well, but drapes more gracefully and knots more perfectly. A beautiful collection is now on display at better men's shops everywhere.

**\$1. to \$3.50**

**MEN OF ACTION PREFER  
BEAU BRUMMELL TIES**

Makers of 4Fold Sportown Wool Ties,  
Burton's Poplin Ties and Palm Beach Ties  
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# "Over the fluffy ice cream clouds, to grandmother's house she goes"



you've never flown. Never once  
looked down from the blue sky to the  
magnificent earth pattern below and  
watched the states float by....  
Come with us to the airport and  
watch the planes arrive and go.

Three P. M. Flight Nine is  
ready for departure.

See the little girl with the big  
doll under her arm. She's waving  
goodbye to her Daddy from the  
doorway of the plane.

That's Mary Lou Jones, age  
five. She and Mummie will  
soon be out of the snow, flying  
high over those ice cream clouds  
to spend Christmas with Grand-  
mother.

Don't worry, Daddy will be  
here, too, in plenty time to trim  
the tree. Everybody knows an air-  
plane goes faster than reindeer.  
The door is closed. Look, there's  
Mary Lou waving again from  
her comfy seat by the window.

The shiny propeller blades start to spin—faster and  
faster until you can't even see the blades go round.  
Now the big plane is moving slowly away from the  
gate, down to the very end of the runway.

Here it comes, gathering speed as it heads into the  
freeze. Now it lifts from the ground. Up it soars  
over the waiting room, over the  
house-tops and chimneys, up, up  
through the fleecy clouds, higher  
and higher until it is only a sil-  
ver bird in the winter sky.

Mummie, who is a frequent air  
passenger, opens her book and  
starts to read. But Mary Lou has  
her freckled nose pressed tight  
to the window pane, looking



Now comes a nice hot dinner.  
Lamb chops, green peas, nut  
bread and ice cream. No spinach,  
observes Mary Lou with deep  
contentment as she offers her  
doll a sip of cocoa.

The plane makes a stop. Such  
fun coming down out of the  
skies, then flying straight back  
to the moon.

A nice old lady in a lace cap  
presents Mary Lou with a big red  
apple. The jolly fat man across  
the aisle lets her listen to a gold  
watch that chimes the hours.  
The pilot smiles at her from the  
doorway of the cockpit. Such  
nice people fly, thinks Mary Lou.

A light comes on: "Fasten  
your seat belts." Mary Lou has  
already learned how to do that  
without any help at all.

"This is where Grandmother  
lives," says Mummie, powdering  
her nose and fixing her hat.

"Can we please fly when it's time to go home,"  
asks Mary Lou.

"Of course, Darling," answers Mummie, "How  
else would we go!"



delightedly down on the earth she's left behind.

It's only a toy world after all, with the tiniest houses  
hardly big enough for a doll to live in. Midget auto-  
mobiles crawl along roads no wider than a rubber  
band. Rivers are silver threads among the fields.

Her chair is so soft and the air so smooth that the  
drowsy hum of the motors grows  
fainter and fainter in her ears, until  
finally she leans back in her chair and  
is whisked off to Dreamland.

When she awakens it is dark outside.  
Stars are winking in the sky and the  
Man in the Moon is peeking in her  
window. Below, the night is studded  
with necklaces of sparkling jewels as  
the plane floats serenely above a city.

## Ask Your Travel Agent

It's easy to buy an air ticket to any place in  
the United States or the world. Simply  
phone or call at any Travel Bureau, Hotel  
Transportation Desk, Telegraph office or  
local Airline office, for airline schedules  
and fares or general information.

## It Pays to Fly

This year, over 2,000,000 passengers will ride more  
than 800,000,000 sky-miles on the swift, comfort-  
able planes operated by the nation's airlines. Each  
new day thousands more try their wings for the  
first time. Some day soon, you will join them. Then  
you will learn as they have learned, *It Pays to Fly!*

AIR TRANSPORT ASSOCIATION  
135 South LaSalle St., Chicago, Illinois

This educational campaign is sponsored jointly by the 16 major United States  
Airlines, and Manufacturers and Suppliers to the Air Transport Industry

**IT PAYS TO FLY**



FAMOUS AVIATRIX SAYS:

"My biggest thrill in smoking?  
The sheer pleasure  
of a mild, cool Camel!"

"And I do appreciate the extra smoking  
in Camels!" says Betty Huyler Gillies



**THRILLS IN FLYING...THRILLS IN SMOKING!** Mrs. Brewster Allison Gillies, the former Betty Huyler, photographed (above, left) beside her trim red cabin plane, is the mother of three children, has been flying 11 years, and is president of the famous Ninety-nine Club—international organization of women pilots. "I fly for pleasure," says Mrs. Gillies. "I smoke Camels for the same reason. Camels have a delicate flavor and aroma that never tire my taste for smoking. Another thing, Camels are milder, cooler... they don't irritate my throat. I find smoking so much more enjoyable when I smoke Camels. And, because Camels are slow-burning, I get extra smoking too."

Don't deny yourself smoking pleasure at its best. Camels give you smoking with all its pleasure at the peak—and with an economy of extra smoking that makes them America's *shrewdest cigarette buy!*

Whatever price you pay per pack, it's important to remember this fact: By burning 25% *slower* than the average of the 15 other of the largest-selling brands tested—*slower than any of them*—CAMELS give a smoking *plus* equal to

**5 EXTRA  
SMOKES  
PER PACK!**



Cigarettes were compared recently... sixteen of the largest-selling brands... under the searching tests of impartial laboratory scientists. Findings were announced as follows:

- 1 CAMELS were found to contain *more tobacco by weight* than the average of the 15 other of the largest-selling brands.
- 2 Camels burned *slower* than any other brand tested—25% slower than the average time of the 15 other of the largest-selling brands! By burning 25% slower, on the average, Camels give smokers the equivalent of 5 extra smokes per pack!
- 3 In the same tests, Camels held their ash far longer than the average time for all the other brands.

Enjoy smoking pleasure at its best... and more of it per pack... in Camels.

**MORE PLEASURE PER PUFF  
...MORE PUFFS PER PACK!**

**Penny for Penny Your  
Best Cigarette Buy!**

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Winston-Salem, North Carolina

# CAMELS—*Long-Burning Costlier Tobaccos*